MAY 15, 1944 PRICE 15 CENTS

BROADCASTING

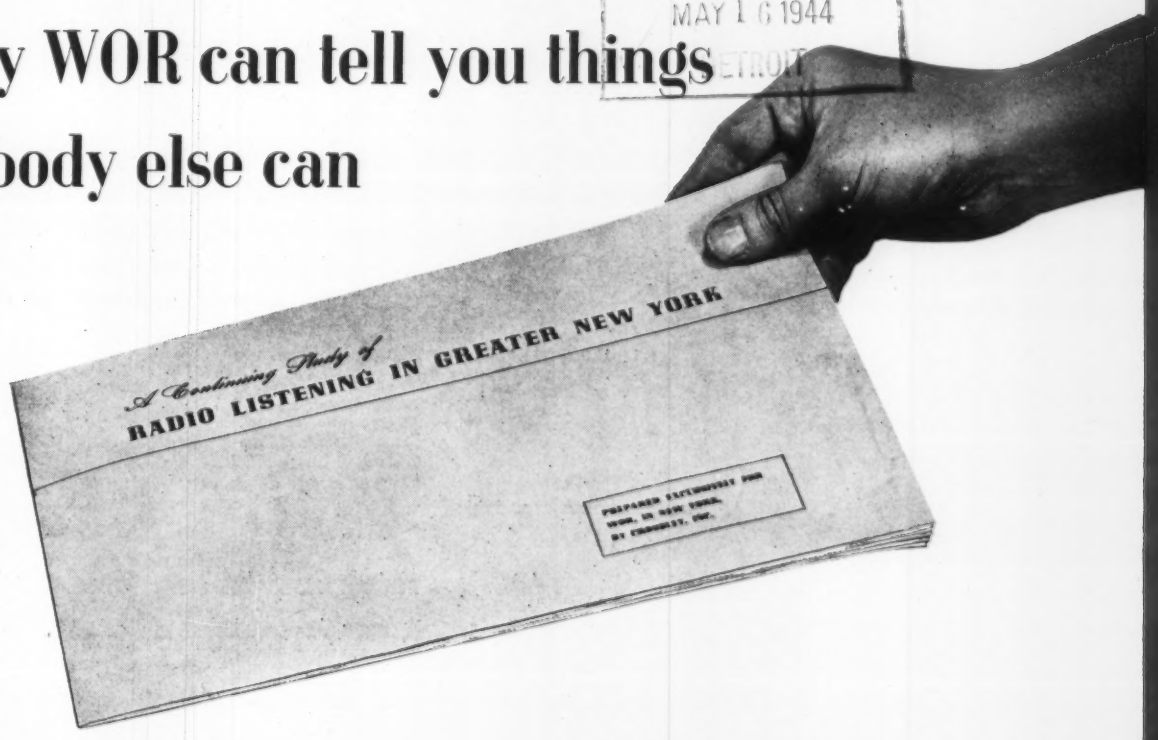
The Weekly ... of Radio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

PUBLIC LIBRARY
MAY 16 1944
DETROIT

why WOR can tell you things nobody else can



QUIETLY IN AUGUST 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, "A Continuing Study of Radio Listening in Greater-New York."

It was—and is—the most scientifically accurate, complete and informative study ever launched by any station anywhere.

Why?

Because—planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because—its personal interviewers talk to *all kinds* of people in *all kinds* of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are *not* talked to by telephone interviewers.

Because — its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they've heard your broadcast. They speak to listeners while the impression you've made is fresh; before they've had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR's "A Continuing Study of Radio Listening in Greater-New York." For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guesswork out of timebuying; bring you a greater per-penny profit on every penny you invest.

that power-full station **WOR**

at 1440 Broadway, in New York

50,000 DIMES ROLLED IN!

From WLS Listeners For War Maps of the World

FIFTY thousand WLS listeners sent in a dime for a map showing all the battlefronts of the war. The maps, prepared by the WLS News Department, were offered for two weeks at varied times of day. The result: 50,000 requests—769 per announcement! All our 50,000 available maps are gone, and we'll have to return the dimes which are still rolling in at the rate of several hundred a day. Such phenomenal response is another indication that people in Chicago and Midwest America listen to WLS . . . listen and respond. For further proof, ask any John Blair man.

WLS NATIONAL BARN DANCE STORY

This war map offer was first made on the WLS National Barn Dance, with three announcements between 10 and 10:30 o'clock Saturday night. Response keyed to this Barn Dance offer was 3,800! A breakdown of 2,300 of these keyed responses showed 40.8% from Metropolitan Chicago! And 32.6% from Cook County (Chicago) alone! In all, they came from 16 states!

Yes, indeed! After 20 years, the WLS National Barn Dance is *still* listened to . . . *and in Chicago, too!*

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

21 MARKETS *Welded* INTO ONE

NO matter how powerful a long range broadcast may be, it is bucking the competition of a strong local station in every important market — a local station that can and does deliver more audience throughout the day, every day.

This locally accepted station is The Yankee Network outlet in its area. There are twenty-one of these hometown stations in twenty-one key markets where New England buying power is concentrated.

Acceptance is
THE YANKEE NETWORK'S
Foundation

The Yankee Network brings together and welds into one rich and populous unit the twenty-one cities and their suburban areas that otherwise would be separate and distinct markets.

With The Yankee Network, you can put equal energy and emphasis into your selling at all points where you have distribution or want to get it.

It is the only group of stations that gives you New England all in one piece.

THE YANKEE NETWORK, INC.

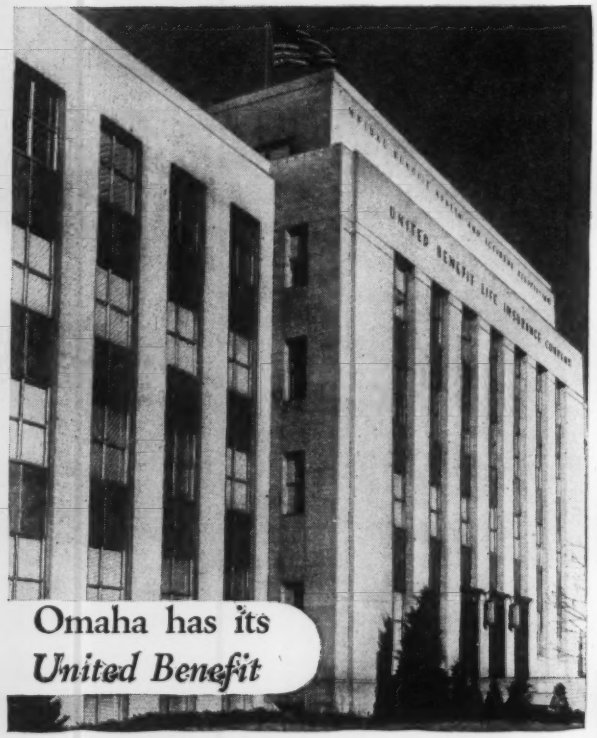
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course The Radio Buy of OMAHA

Newark has its *Prudential*



Omaha is a Rich, Stable Market

Omaha's prosperity is based upon those "most-stable-of-all" industries . . . food, transportation, insurance, etc.

While, quite naturally, Omaha is now enjoying its greatest prosperity in history . . . it is well to bear in mind that Omaha was a RICH Market before the war . . . that it will continue to be a STABLE one after the war.

Omaha is truly a "ripe" market for immediate sales . . . and one very much worth cultivating now for the promising future. To reach and sell the RICH Omaha Market at lowest cost . . . the best buy is KOIL. Let us send you availabilities.

A MARKET WITH MONEY

DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power . . . during the first nine months of 1943.
—Sales Management.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS Omaha in
5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

Petrillo Blitz Meets Joint Resistance	9
'Timebuying Tips' From Linnea Nelson	9
NAB Supports Ryan Program	10
NAB Limits War Meeting to Key Officials	10
Dewey Looms as Air Threat to FDR —*By Prof. Louis Foley*	11
McIntosh Leaves WPB to Enter Consulting Practice	12
New Draft Rules Ease Radio's Problem	12
Probers Subpena Fly Letter to 'Digest'	14
Revised Radio Bill About Ready	14
Educators Probe Radio from All Angles	18
Haeg Heads Farm Radio Group	22
Hearings Ordered in WOV, WSAR Sales	26
Video Delay Endorsed by CBS Affiliates	28
New Sponsors Top Summer Shows	60
New Canada Data Explained to AMA	68
'Town Hall' Goes Commercial	69
Canadian Stations Get More Power	70
4 Standard, 6 FM Outlets Requested	74
Sponsored Radio Criticized by Durr	74

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

MORE Listeners and NIGHT
NOON
MORNING
WFLA
THROUGHOUT THE YEAR
IN THE TAMPA—ST. PETERSBURG MARKET

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

PORTRAIT OF A *Balanced* MARKET

• Down in KWKH-land the average customer of your product does not have "all his eggs in one basket." For, his income is not dependent upon one resource or industry. Every week of the year there is new wealth circulated from the rich oil and natural gas fields of the area. Taking advantage of a mild year-round climate such industries as lumber and forest products, agriculture and livestock operate with little hindrance from bad weather. All of these factors help to make East Texas, South Arkansas and North Louisiana a balanced market. Here you can plan your sales effort without regard to seasonal income. And you can cover this rich, balanced market with only one medium—KWKH. Let us give you more information on this market to help you sell now and build sales for the future.

KWKH

50,000 WATTS

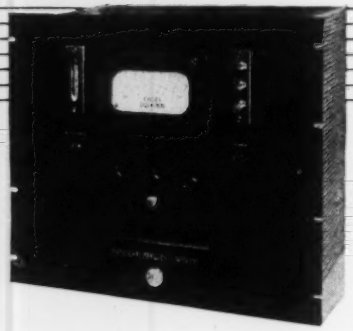
CBS

A Shreveport Times Station

Represented by the Branham Co

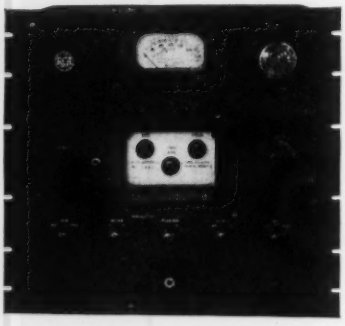
THE SELLING POWER IN THE BUYING MARKET

IN TEST AND MEASURING EQUIPMENT



AM MONITORS

For AM Broadcasting the RCA line includes the 311-AB Frequency Monitor shown above and the 66-D Modulation Monitor — both FCC approved types — and the relatively new Type 300-C Phase Monitor, the finest instrument yet designed for adjustment and monitoring of directional antenna arrays.



FM MONITORS

For FM Broadcasting the RCA line before the war included the Type 322-A Modulation Monitor shown above and the Type 336-A Frequency Monitoring Equipment — units which were specifically approved by the FCC for FM station use. Planned for production after the war is a combined modulation and frequency monitor of improved design.

FOR ALL KINDS OF BROADCASTING

RCA manufactures a complete line of broadcast equipment—including not only such operating units as microphones, amplifiers and transmitters, but also such necessary accessories as modulation, frequency and phase monitors; audio measuring equipment; and field intensity meters.

RCA Test and Measuring Equipment units meet all the needs of FM, Television and Short-Wave Broadcasting as well as AM Broadcasting.

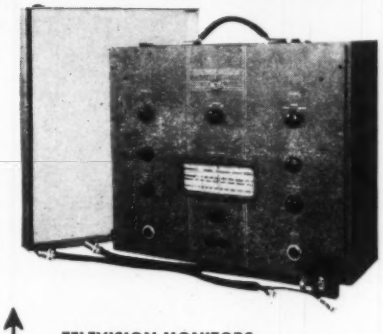
The proof of these RCA equipments is in their widespread use. Almost every broadcast station has one or more; nearly all the networks have several. Other manufacturers use them. The RCA companies—NBC, RCA Communications, Radiomarine Corporation and RCA Laboratories—use them in large numbers.

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

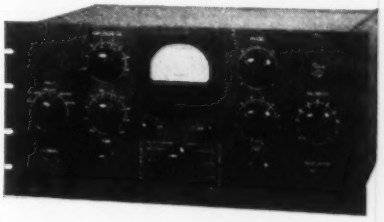
RCA VICTOR DIVISION · CAMDEN, N. J.

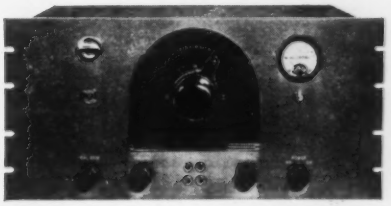
LEADS THE WAY . . *IN Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics*



TELEVISION MONITORS
For Television Broadcasting
RCA developed and produced the only line
of test and monitoring equipment
specifically designed for Television use.
This line includes the 351-A
Video Sweep Oscillator shown above, the
350-A Square-Wave Generator, the 715-A
Laboratory-type Oscilloscope and other
units of matching design.

AUDIO MEASURING EQUIPMENT
The 68-B Beat Frequency
Oscillator (at right) and the 69-C
Distortion and Noise Meter (below)
are matched units developed
for the single purpose of measuring
the frequency response, distortion and noise
characteristics of broadcast equipment.
The only audio measuring units
designed especially for the purpose,





they are ideally suited for measurements
on separate amplifiers,
complete audio channels and transmitters
of all types, including
AM, FM and Television Audio.
These or the preceding models of the
same series are in use in nearly every medium
or large station, in network studios
and in the laboratories and test set-ups
of most manufacturers.

FIELD INTENSITY METERS — *RCA field intensity meters have been the industry's standard for over ten years. The latest models are the 308-A Broadcast Field Intensity Meter, covering the range from 120 kc. to 18,000 kc., and the 301-B High-Frequency Field Intensity Meter, covering the range from 20 mc. to 125 mc. They may be used as portables, as shown here, or adapted for permanent mounting in station wagon or truck.*

BUY MORE WAR BONDS

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WILLIAM LARCOMBE

Vice-President and Partner, J. D. Tarcher & Co., New York

Says—"Changing markets, shifting populations now make spot broadcasting more effective than ever"

●Well said, Mr. Larcombe! Especially since so many people seem to overlook the shifts that are going on *right now*—shifts involved in War-contract cancellations, and the discontinuation of numerous training camps and centers, not to mention the inevitable adjustment of activities as the war in the Pacific really goes into high gear. . . .

●No neither we nor anybody else can foresee the extent and rapidity of these changes in time to forecast complete market potentials for many months in advance. But if you advertisers or agencies will get in touch with us before you release spot-broadcasting schedules, we'll gladly check your markets as of the present and the immediate future. We feel sure we can point out some rather surprising opportunities. Say when.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. PACIFIC COAST .

KECA . . . . . LOS ANGELES
KOIN . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 20 WASHINGTON, D. C., MAY 15, 1944 $5.00 A YEAR—15c A COPY

Pancake Blitz Meets Joint Resistance

Two Unions, NAB Act to Check Petrillo

By JACK LEVY

JAMES C. PETRILLO'S plans to move in on radio via the "pancake turning" route precipitated a tidal wave last week, with the NAB, National Assn. of Broadcast Engineers & Technicians and IBEW each taking separate actions to resist the projected AFM invasion into broadcasting stations and the appointment of a conciliator by the Dept. of Labor to attempt to mediate the jurisdictional dispute provoked by the Petrillo agreement with the networks.

Following revelations of Mr. Petrillo's agreement with the four major networks assigning jurisdiction over platter turning to the AFM and other technical operations to IBEW [BROADCASTING, May 8], the NAB board of directors passed a resolution urging its membership to resist any demands of the AFM to force the employment of musicians to play records and transcriptions used for station broadcasts.

NWLB Ruling Awaited

The NAB action resulted from Mr. Petrillo's report of the agreement in *The International Musician*, official AFM journal, which called upon all local unions to obtain similar contracts with all stations and thereby provide at least 2,000 jobs for musicians who "would not be permitted to play a musical instrument".

Meanwhile, broadcasters awaited the decision of the National War Labor Board on the panel recommendations in the transcription case, with reports circulating that the Board intends to hand down an 8 to 4 ruling this week ordering the AFM to terminate its strike against the two network recording subsidiaries (RCA Victor and Columbia Recording) which have refused to pay "employment fund" royalties to the AFM.

Drastic action to prevent Mr. Petrillo from carrying out his reported agreement with the networks was threatened by the NABET which announced its intentions of calling a strike of its technicians at all network stations if the agreement goes into effect on the indicated date of June 1.

A. T. Powley, NABET president, declared that the contract is in violation of an existing contract now in effect between NABET and NBC, Blue and WOR and would force its members "to release part of their job content to the musicians' union, and this they are absolutely opposed to".

NABET technicians, Mr. Powley emphasized, "will not submit to Petrillo's musicians or any members of his union operating the turntable equipment on June 1, 1944, or at any time thereafter, and any stoppage of work by the technicians will be caused by the bad faith of the companies and Petrillo's efforts to take away jurisdiction over the operation of this equipment in this time of emergency.

"The NABET as an independent union will not be forced into the IBEW by Mr. Petrillo or anyone else, as Mr. Petrillo has threatened in his official monthly organ before."

Mr. Powley said his organization has notified the appropriate government agencies of its intentions, as required by the War Labor Disputes Act. He informed the agencies that any work now being done by technicians in the affected stations for the Government or the armed forces would continue to be done and there would be no stoppage or interruption of these activities.

He revealed that the union took a strike ballot among all its chapters throughout the country and that all resolved that the matter should be brought to the attention of the NWLB and, if it should become necessary, to use its economic force to protect their rights "against the companies' unlawful violation of their contract with NABET and of the National Labor Relations Act".

The Petrillo action also brought repercussions from the IBEW (International Brotherhood of Electrical Workers), with members at three Washington, D. C., stations where the union has jurisdiction (WTOP WWDC WINX) voting to resist the agreement. Copies of the resolution adopted by the membership were sent to

(*Continued on page 65*)

NAB Board Passes Resolution Urging Resistance to Petrillo Pancake Policy

FOLLOWING is the full text of the resolution adopted by the NAB Board of Directors at its meeting in Washington May 10, expressing opposition to the "platter turner" crusade of AFM President James C. Petrillo:*

WHEREAS, James C. Petrillo, President, American Federation of Musicians, has in the April issue of the official journal of his union commended to the locals of his union a plan to force upon the broadcasting industry and in particular upon the smaller units thereof, the employment of more than 2000 additional unneeded members of the Musicians Union, and

WHEREAS, the sole duties of these unneeded union members will be that characterized by Mr. Petrillo as pancake turning, namely, to place records and transcriptions on turntables, a minor and incidental part of the work of others now employed by all broadcasting stations, and

WHEREAS, Mr. Petrillo in the City of Chicago has succeeded in imposing this made work upon some broadcasting stations at a salary scale of $90.00 a week for a 25 hour work week, and

WHEREAS, Mr. Petrillo in sworn testimony before a Committee of the United States Senate has stated that to force broadcasters to utilize members of the American Federation of Musicians as pancake turners is "not sound" and "is a mistake,"

NOW, THEREFORE, the NAB is determined in its opposition to this unjustified and needless employment, and urges its membership of broadcasters to resist any demands of the American Federation of Musicians to employ such pancake turners, and

FURTHER, that the NAB pledges its support and aid to all broadcasting stations which resist these demands as contrary to the best interests of labor, industry and our nation.

*Appended to the resolution was the transcript of Mr. Petrillo's testimony before the Senate subcommitte to investigate the transcription ban in January [BROADCASTING, Jan. 18, 1943], in which he said that he thought the unionization of record turners was a mistake, but that the Chicago stations okayed it.

Timebuying Tips From Linnea Nelson

Offers Some Suggestions To Stations on What Agencies Want

By LINNEA NELSON*

Head, Timebuying Department
J. Walter Thompson Co.
New York

TIMEBUYERS are probably not going through any greater difficulties than did the early printed media buyers. But radio seems to be having far more difficulty in presenting itself to the satisfaction of all concerned than

*Text of address delivered May 11 before meeting of American Marketing Assn.

Miss Nelson

do publications. Publications have, to some degree, paved the way for radio in attempting to locate what the advertiser is looking for. Important to the advertiser is a measurement of comparative costs and values. Publications have adopted a standard method of measurement—whether the dyed-in-the-wool radio buyer agrees that the publication method is right is not what matters—publications have adopted a standard and one yardstick can be used for measuring comparative values.

Not so with radio. Radio has not yet been able to settle on one plan for measuring radio coverage. Each network uses its own method . . . and many stations throughout the country use their own individual methods. Each attempts to prove that it is giving the most for the dollar. The buyer knows that the

(*Continued on page 67*)

Ryan Program Supported by NAB Board

Will Oppose AFM; Easing of Disc Rule Sought

CLEARING the way for action on all radio fronts under the new leadership of President J. Harold Ryan, the NAB Board of Directors, in a three-day whirlwind session in Washington last week, started in motion new projects covering regulatory, legislative and business aspects of broadcasting.

Seven Achievements

Among other things, the board, at its May 8-10 sessions, accomplished these things:

(1) Adopted a resolution opposing the demands of the American Federation of Musicians that stations employ musicians as "platter turners" and pledged its support to stations which resist the demands [see page 9].

(2) Reaffirmed holding of annual meeting as an executive war conference in Chicago in latter August (probably Aug. 28-31), if war transportation conditions permit.

(3) Adopted a resolution requesting FCC to modify regulations requiring identification of recordings and electrical transcriptions to lessen the frequency of such announcements.

(4) Got behind plans for establishment of standard audience measurement and station coverage formulae, with further study by a board subcommittee.

(5) Referred to the NAB Music Committee deliberations with ASCAP over royalty payments on spot announcements contiguous to programs using music.

(6) Authorized the association to intervene, if deemed expedient, in the WMAL Washington dispute with AFRA before War Labor Board on the fee system in paying announcers for commercial broadcasts as against straight salary.

(7) Adopted proposals for by-laws amendment in connection with classification of dues. Increased mileage allowance for directors and standing committee members from six to seven cents per mile.

FCC Chairman James Lawrence Fly was the board's guest at luncheon last Monday and informally answered questions regarding radio regulatory problems. In some quarters, this was viewed as marking a new era in the relationship between the FCC chairman and the NAB, who, under the former regime of President Neville Miller was constantly at sword's points with the trade association.

Willard Egolf, heretofore assistant to the president in charge of public relations, was assigned full-time to head the NAB's public relations bureau. All personnel matters were left to Mr. Ryan's discretion. Considered was a suggestion by Mr. Ryan that an attorney, experienced in labor relations, be retained. Both the posts of NAB counsel and labor relations director have been vacant since the last incumbents—Russell P. Place and Joseph L. Miller—entered Government service.

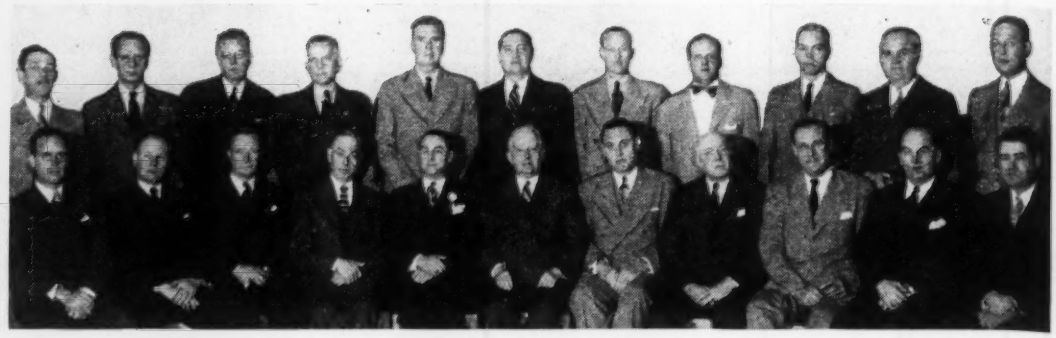
The board, following the lead of the North Carolina Broadcasters Assn., formally adopted a resolution on announcement of transcriptions. The matter had been discussed with Chairman Fly at the Monday luncheon and it is understood he reiterated his previous view that relief could be obtained, but that he felt some protection should be afforded to avoid giving the impression that recorded talent actually was performing in the studio. The resolution adopted reads:

We respectfully request and urge the FCC to modify existing regulations requiring indentification of recordings and electrical transcriptions so as to lessen the frequency of such announcements which become obnoxious and repetitious to the listening public.

The board approved the ensuing year's budget, running in the neighborhood of $250,000, and approximating that for the current year. NAB membership now totals 569 stations, 22 associate members and two networks, for a total of 589—the highest in its history. An amendment to the by-laws authorized by the board for consideration at the next annual meeting would provide that the amounts of dues in the established classifications be left to board discretion. The increase in mileage expense from 6 to 7 cents was voted because of increased traveling costs. There are approximately 150 members of the board and of the standing committees. The present schedule calls for 34 meetings during the year.

Reports on the proposed establishment of an audience measurement standards bureau and on a standard method for measuring station coverage were delivered to the committee by Paul F. Peter, NAB research director. The plans were drafted by the research committee, headed by Hugh Feltis, KOIL Omaha, and the technical subcommittee of the research committee, headed by Roger W. Clipp, WFIL Philadelphia. The board of directors' committee, to which the whole matter was referred for study and report, comprises Frank King, WMBR Jacksonville; Hugh A. L. Halff, WOAI San Antonio;

(Continued on page 66)



NAB BOARD OF DIRECTORS which met in Washington May 8-10 for the first time since the assumption of the Association's presidency by J. Harold Ryan. Seated (l to r) G. Richard Shafto, WIS Columbia, S. C.; Arthur Westlund, KRE Berkeley, Cal.; Calvin J. Smith, KFAC Los Angeles; J. O. Maland, WHO Des Moines; John J. Gillin Jr., WOW Omaha; Mr. Ryan; John E. Fetzer, assistant director of censorship in charge of radio, WKZO Kalamazoo; William B. Way, KVOO Tulsa; E. L. Hayek, KATE Albert Lea, Minn.; Leslie C. Johnson, WHBF Rock Island, Ill.; Barney Lavin, WDAY Fargo, N. D. Standing, Hoyt B. Wooten, WREC Memphis; Paul W. Kesten, CBS New York; Frank King, WMBR Jacksonville; Kolin Hager, WGY Schenectady; Herbert Hollister, KANS Wichita; Paul W. Morency, WTIC Hartford; Harry R. Spence, KXRO Aberdeen, Wash.; Ed Yocum, KGHL Billings, Mont.; Nathan Lord, WAVE Louisville; F. M. Russell, NBC Washington; Hugh A. L. Halff, WOAI San Antonio. Present at the meeting but not in the picture, Don S. Elias, WWNC Asheville, N. C. Unable to attend were Roy Thompson, WFBG Altoona; James D. Shouse, WLW Cincinnati; and James W. Woodruff Jr., WRBL Columbus, Ga.

NAB Board Limits Executive War Meeting to Key Officials

BARRING a transportation emergency, an executive war conference of the NAB membership will be held in Chicago in latter August as scheduled, but with attendance limited to executives and key personnel, the NAB Board of Directors decided last week upon recommendation of President J. Harold Ryan.

The board reaffirmed its previous action tentatively setting the annual meeting in Chicago for August 27-31 at the Palmer House. The dates are subject to change.

War Needs Paramount

Mr. Ryan, in announcing the board's action, said: "The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many war problems. It is imperative that these problems be met effectively, and after full consultation with military and other Government leaders. A conference such as we contemplate holding in Chicago in late August affords the only opportunity for these necessary contacts.

"In recognition of the paramount needs of the armed forces for the transportation facilities, we are urging that only the executives and key personnel of NAB active and associate members attend. The program will be confined strictly to a discussion of the relation of broadcasting to the war effort and to such routine matters as will enable the industry's trade association to function more efficiently in the national interest.

"In event of any emergency which may arise at the time set for the meeting, I am authorized by the board to indefinitely postpone the session. Events will be carefully watched and if it is felt that our meeting will in any way impair the larger national interests, we will, of course, abandon our plans."

Dewey Looms as Radio Threat to FDR

'Good American' Delivery Bids Fair To Become 'Voice of America'

By PROF. LOUIS FOLEY
Professor of English and Language Consultant
Western Michigan College of Education
Kalamazoo, Mich.

A NEW radio voice is beginning to make itself clearly heard in the land. It is worthy of attention, for it is likely to be increasingly audible during the next few months. And it *might* turn out to be something like the *Voice of America*.

Prof. Foley

From the point of view of radio, the national political scene seems to be entering a new phase. For 12 years now, presidential campaigning has been one-sided. As a "radio personality" there was no opponent who could even remotely approach the effectiveness of Franklin D. Roosevelt. We had a kind of feeling that things would go on like that indefinitely. But now we are not so sure—not sure at all. We have been listening to Gov. Thomas E. Dewey.

Mr. Dewey has a fine, manly voice that is a pleasure to hear. Its clear, ringing tones are not marred by rough edges or fuzzy overtones. It is strong without any evidence of strain or overexertion. Apparently its owner knows how to use it and not abuse it, so that it will hold up under frequent public speaking. It is not a lulling or soothing voice, however, but rather one that is steadily exciting.

Considered all around, it represents about the best basic vocal equipment displayed on the air by any political leader in this country in recent years. It sounds like the voice of a person who is thoroughly well-bred and well poised, yet without any exaggeration of refinement, and certainly without weakness or indecision.

Enunciation Good

For clean-out enunciation and pronunciation, Mr. Dewey need not fear comparison with any political speaker we have ever heard by radio. Back in 1932, it may be recalled, Canadian listeners were much annoyed by the diction of President Hoover's broadcasts. They could not help noticing such details as his "revenoo," "constuhtooshun," or "kep" for *kept*. The *Ottawa Journal* mentioned the "harsh, rasping" quality of his voice, and warned Canadians to be careful lest they be contaminated by listening to such "Americanese." Now we may confidently assure our friends of the North that they can listen to Mr. Dewey to their hearts' content without the slightest danger; we can even challenge them to do any better themselves.

One of the basic elements of good speech is the decent treatment of the *syllables* of words, and here again Mr. Dewey's language is practically above reproach. He does not hurdle syllables or jam them together or split them in the wrong place. He does not telescope a three- or four-syllable word into one or two. Such distortions as "goverment" (or "guhment"), "cabnut", "claps" (collapse), "prinspl," "evenchly," "par" (power), "bleeve," "wantuh," or "tell yuh," which Mr. Willkie was continually inflicting upon our ears in the fall of 1940, will not be heard from the lips of the New York Governor.

Anyone who has ever seriously

studied phonetics knows that proper *syllabication* is absolutely fundamental for speech that people can listen to comfortably and understand with minimum effort. In this respect Mr. Dewey's speech-habits are quite satisfactory.

In any kind of natural or really coherent speech, however, the unit is not the word but the phrase, clause, or sentence. That is the way we speak and understand, just as it is the way we naturally think. So it is worth noticing that Mr. Dewey has a very definite and reliable feeling for the unified phrase. He has a well-developed knack of breaking his sentences at the right places and spacing the segments neatly, so that the subunits are distinct and yet coalesce smoothly in the larger thought-grouping to which they belong. This is really something of an art. It is one of the basic "tricks" of forceful oratory, and he has a firm hold on it.

Indeed, so long as a man writes his own speeches, this matter of handling thought-units goes much deeper than mere oral delivery and indicates his organization of ideas. The reason why some speakers bore us with their dull, dry delivery is that their sentences simply *can't* be manipulated effectively; they are just the wrong kind. They do not carry over with any vividness, because they are words grouped abstractly on paper and have not the intrinsic quality, the natural rhythm of living speech.

What counts, of course, is not just clean-cut speaking for its own sake. Only a narrow-minded speech-critic would consider that as something finally important in itself. It is simply the physical or technical aspect of incisive presentation of ideas. What counts is that the speaker gives the impression of courage, decision, confidence, straightforwardness, getting to the point without bungling.

'Good American'

One thing which may well be a valuable asset to Mr. Dewey in nation-wide broadcasting is the fact that his speech shows no marks of regional or sectional dialect. His *r*'s are unmistakably distinct, and he has no "Hahvud" accent. At the same time he is equally free from the well-known Midwestern linguistic peculiarities which sound almost barbaric to people from other parts.

He does not go in for vocal affectations, and has steered clear of offensive mannerisms. His language bears no suggestion of Britticism, any more than it does of Hollywood. It is just good American—but *good* American, such as we need not be ashamed of anywhere in the world.

With so much in has favor, it might seem that Mr. Dewey's broadcasting could leave little to be desired. Nevertheless as a radio personality he still has considerable room for improvement. While we may appreciate his *not* having the "bedside manner" of some broadcasters, yet he needs to realize better than he apparently does that talking over the radio is not the same as orating in a lecture-hall. Naturally a political speaker frequently has to do both at the same time, but he can make adjustments.

Mr. Dewey could come nearer than he does to the private-conversation tone adapted to members of a radio audience who are listening as individuals. He needs to make his broadcast speeches sound a little more like talk. In his addresses that we have heard thus far, it was apparent that they were being read. To be sure, they were well read—*excellently* read, in fact—but with a certain monotony of rhythm at times, not quite enough of the varying intonation that goes with living speech at its best.

We have heard that Gov. Dewey has had some coaching in radio speaking from Lowell Thomas. In this we think he was ill advised. It goes without saying that a great many people enjoy listening to Lowell Thomas. His chief special appeal, however, is the natural quality and particular *timbre* of his voice—something which he can hardly teach anyone else, and which Mr. Dewey does not need to learn. His own voice-quality is quite good enough, and he will be wise to keep on being himself.

Moreover, Mr. Dewey's most noticeable fault in delivery—a degree of monotony in intonation—is precisely the worst fault of Mr. Thomas, however well he may be thought to offset that handicap in other ways. He seems to have no relative values; he announces all sorts of things with the same emphasis. *Both* of these gentlemen could do with a little more flexibility.

This much is clear at the start: not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's calibre as a broadcaster. So without any party prejudice, it looks to us as if the Administration may lose its monopoly on radio appeal.

IF DEWEY wins the Republican nomination next month, and Roosevelt runs again—both appear ordained—it will mark the first time that radio compaigners of top-flight calibre will battle it out. Everyone knows FDR is radio's No. 1 personality. To appraise Dewey's microphone "it", BROADCASTING asked Prof. Louis Foley, Professor of English and Language Consultant of Western Michigan College to give his impressions. "Not since radio became a first-class medium for political campaigning, has there been a Republican leader who approached Dewey's calibre as a broadcaster," he reports. In this article he analyzes the voice and technique of New York's governor.

McIntosh Resigns From WPB To Enter Consulting Practice

Assistant Director of Radio & Radar Division Will Engage in Allocations, Studio Design

FRANK H. McINTOSH, assistant to the director of the War Production Board's Radio and Radar Division, in charge of civilian radio requirements, last week submitted his resignation, to establish a radio consulting engineering practice in Washington. His resignation is to become effective June 1 or 15.

Mr. McIntosh joined WPB in April 1942 as chief of its radio branch, charged with civilian radio requirements. He is credited with having kept regular broadcast operations on an even keel through judicious allocations of critical materials during the most difficult period of the war production emergency.

Temporary offices will be established by Mr. McIntosh at 47 Lennox Street, Chevy Chase, Md. In his general consulting practice, he will engage in studio design and acoustics, as well as in allocations, and later will establish an induction heating department. Offices later will be located in downtown Washington.

Coming to the Government from the Fort Industry Co., where he was technical adviser of its six stations, Mr. McIntosh, shortly after he undertook the Government assignment, proposed a wartime basis of operation for radio, which was adopted in November 1942. Under this program, stations were able to obtain maximum use of component parts without impairing service to the listener.

Before joining Fort Industry in 1940, Mr. McIntosh was for four years Pacific Coast district sales manager of Graybar Electric Co.,

MR. McINTOSH

covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, Radio Development Department, Bell Laboratories, New York, where he engaged in considerable research on communications equipment, studio layout and antenna design. Mr. McIntosh was born in Omaha on July 12, 1906. He is a graduate of Omaha U. and MIT.

With the reorganization of WPB in March 1943, Mr. McIntosh became assistant to Ray C. Ellis, director of the Radio and Radar Division, and continued in charge of foreign and domestic broadcasting. His assistant, John Creutz, is expected to serve as acting chief until Mr. McIntosh's successor is named.

Harris a Lt. Col.

JACK W. HARRIS, executive officer, Radio Branch, Bureau of Public Relations, War Dept., has been promoted to lieutenant colonel. Formerly director of news and special events at WSM Nashville, Col. Harris became director of news and special events of the War Dept. Radio Branch in 1941, when Col. Ed M. Kirby, was named civilian aide to the Secretary of War. In 1942 Col. Harris joined the Army Specialist Corps as a major, and when the Army took over the ASC, he was commissioned captain because of his age. He was promoted to major last summer.

House Rules Committee Shelves Press Subsidies

FATE of newspaper subsidies was sealed for the present session of Congress last week when the House Rules Committee, by a narrow margin, voted to pigeonhole the Bankhead (S-1457) and Cannon (HR-3693) bills which would authorize the Treasury to spend 12½-15 million dollars annually for War Bond advertising in small newspapers.

House Ways & Means Committee last December tabled the bills after hearings. Early this year the Cannon bill was reconsidered and by a one-vote majority reported out. It was placed on the Union calendar and referred to Rules Committee. Both the Senate and House measures were opposed by the metropolitan press and radio as discriminatory.

ESSO WAVE DRIVE BOOSTS RECRUITING

INTENSIVE two-week WAVE recruiting drive in North Carolina handled by Navy Public Relations in conjunction with the Standard Oil Co. of N. J. and Marschalk & Pratt Agency [BROADCASTING, Feb. 21, March 6], resulted in a 56% increase in enlistments during the seven weeks following the campaign.

The project was broadcast on the state's 29 stations, testing the concentrated type statewide drive. Enlistments for the first seven weeks totaled 119, as compared to 76 for the same period preceding the drive, and enlistments have been coming in at the rate of 18-21 a week as compared to 7-11 a week before.

More than 71 hours of air time were donated to the drive, 1200 spot announcements, and 128 recordings were used. WAVE recruiting kits, included two disc versions of a Mutual Navy program; recording of Fred Waring's tune, "Waves in Navy Blue"; and five quarter-hour transcriptions from *American Woman*, CBS program sponsored by Wm. Wrigley Jr. Co. Marschalk & Pratt supplied spot announcements along with the Office of War Information, which cancelled all allocations for other campaigns during the two-week period. All *Esso Reporter* commercials were turned over to the drive, and Esso incorporated the appeals into advertising and promotion in other media.

Pressure on Radio Manpower Eased by New Draft Policies

RELIEF against further serious manpower losses in the broadcasting industry was indicated by National Headquarters of Selective Service last week in new regulations issued to local draft boards.

Registrants in the 26 to 29 age group who are "necessary to and regularly engaged" in essential activities, the boards were advised, are likely to "remain in civilian life for the time being, subject to adjustment as the needs of the armed forces change."

Registrants over 30 as well as those "of any age who are either disqualified for general military service or qualified for limited military service only" who are in essential work are likely to remain in civilian life "for an indefinite period," under the new policies.

Selective Service instructed the boards that the War Manpower Commission List of Essential Activities, which includes radio broadcasting, should be used as a guide in determining essentiality of registrants. "The activities contained in this list," the Service advised the boards, "represent on a national basis the most important activities in war production and in support of the national health, safety or interest."

Under the new policies, broadcasters will be able to retain all men over 30, all men between 26 and 29 inclusive who are "necessary" to the industry, and those of any age in IV-F or qualified for limited military service only. Men under 26 in the broadcasting industry who are physically qualified for service are subject to immediate induction.

Registrants aged 26 to 29 who are classified I-A are subject to reclassification in II-A or II-B if the local board determines that he is "necessary to and regularly engaged" in a war production or war supporting industry. Fathers in this age group will be accorded occupational deferment in preference to nonfathers.

In announcing the new regulations, Gen. Lewis B. Hershey, Selective Service director, stated that registrants over 26 who have been ordered to report for induction may appeal if they find themselves entitled to deferment. Local boards have been ordered to review all other 1-A cases and to reclassify those over 26 who are qualified for deferment.

Gen. Hershey stated that draft boards have been authorized to place men in essential activities in deferred classes but he advised employers and registrants to take the precaution of filing formal requests for deferment.

RECORD INDUSTRY GRANTED VINYLITE

INCREASED quantities of vinylite in low molecular weight have been released in limited amounts for civilian use, the War Production Board announced last week, marking the first time since the war's outbreak that this synthetic resin, an all-important product for the manufacture of numerous war goods, has been available.

Aside from its use by the recording industry, which is benefiting from the vinylite windfall to civilian users to the extent of from 20,000 to 40,000 pounds for the month of May, vinylite is used for such varied articles as airplane windshields and raincoats. The 20,000 to 40,000 pounds of vinylite released by the Plastics Division of the WPB for the recording industry during May will be used in the manufacture of vertical transcriptions. This marks the first time in a year-and-a-half that the recording industry has been the recipient of any of this strategic resin.

Coty Offer to Sponsor LaGuardia Is Rejected

OFFER of Coty Inc. to pay the city of New York $25,000 for the exclusive privilege of broadcasting a series of 25 of Mayor F. H. LaGuardia's weekly reports to the people was unanimously rejected by the city's Board of Estimates last Thursday. The mayor currently broadcasts for a half-hour each Sunday noon over the municipal station, WNYC, a non-commercial station.

If the offer of sponsorship, which would have returned to the city for 25 broadcasts a sum equal to the mayor's annual salary, had been accepted, the broadcst would presumably have been transferred to one of the commercial stations in New York. In making the proposal Grover A. Whalen, chairman of the board of the perfume company, described it a "strictly business offer", adding that the company estimated the mayor's weekly audience at between 1,500,000 and 1,800,000 listeners.

Look at all Three in Radio too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

Probers Subpena Fly Letter to 'Digest'

Editor Denies Threats; Committee Sees RID Exhibit

CHARGES that FCC Chairman James Lawrence Fly attempted to halt publication by *Reader's Digest* of a story about the House Select Committee investigation of the Commission, will be aired Wednesday (May 17), Rep. Miller (R-Mo.), Committee member, disclosed last week.

Acting Chairman Hart (D-N.J.), at Rep. Miller's request, issued subpenas for DeWitt Wallace, editor-in-chief of the *Digest*; Gretta Palmer, writer who spent several weeks in Washington assembling facts for a story on the investigation; a letter Chairman Fly allegedly wrote Mr. Wallace and Miss Palmer's script.

Wallace's Views

Last week Reps. Hart, Miller and Wigglesworth (R-Mass.) heard Commissioner E. K. Jett, George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division; Charles R. Denny, FCC general counsel, and others detail functions of the RID, accompanied by demonstrations. When hearings adjourned Friday Acting Chairman Hart continued them until Wednesday morning (May 17), when the Committee will go into the *Reader's Digest* charges.

Rep. Miller said he had been advised that veiled threats of prosecution under the Sherman Anti-Trust Act were made to the *Reader's Digest* and that its editors had decided against publication of the Palmer article, after receiving the letter from Chairman Fly.

In New York, however, Mr. Wallace told BROADCASTING that the "whole affair" was "greatly exaggerated and is probably dead by now". He admitted receiving a letter from Chairman Fly, but denied it contained any threats.

Mr. Wallace added that after discussing the idea with Miss Palmer he dismissed it. He described the ado following publication last week of a story that Rep. Miller had issued the subpenas as a "tempest in a teapot" and said he understood Mr. Miller only wanted to see the Fly letter. Mr. Wallace said the Congressman would be "surprised" when he sees what the letter contains.

To Examine Letter

"I don't know what action, if any, the Committee will take until after we see the letter," said Rep. Miller. "I told Stanley High of *Reader's Digest* that it would not be necessary for Mr. Wallace and Miss Palmer to appear at the Wednesday hearing. I want to read the letter first." He said the subpenas were given to a U. S. marshal in New York to serve.

When the Committee resumed hearings Monday, it heard Mr. Jett explain the radio direction-finding system developed by RID, the work of the primary and secondary monitoring stations in the U. S. and Territories and the mobile interceptor units.

He suspended testimony to permit Charles A. Ellert, RID technical supervisor, to demonstrate the operation of the direction-finder in locating hidden transmitters. With an assistant taking down the bearings indicated by the finder, Mr. Ellert showed the Committee, with the aid of diagrams, that the transmitter was located in the center of the hearing room. With the general location thus established, he used a personal radio to pick up the signals, fixing the source on the person of an RID engineer who was wearing a small transmitter under his coat.

Mr. Jett described the principal functions of RID as follows:

1. Maintaining continuous policing of the entire radio spectrum to insure against unlicensed transmissions and taking appropriate action to suppress such operation.
2. Locating and eliminating interference to licensed stations.
3. Maintaining continuous surveillance of licensed stations to insure adherence to applicable laws, treaties, regulations and terms of licenses.
4. Making intercepts of foreign non-military radiotelegraph traffic for use of other civilian agencies of the Government.
5. Recording foreign broadcasts for the FBIS.

In addition, he said, RID performs various other activities such as emergency direction-finding service to civilian and military aircraft, training personnel in radio intelligence for Government branches, and furnshing equipment to other agencies.

He told the Committee that the RID maintains 12 primary and 59 secondary monitoring stations of which 9 primary and 44 secondary are within continental U. S. and which are linked together for instantaneous communication by private tieline or by radio links. Each of the primary stations, he said, is located on a large tract of land to permit erection of extensive receiving antennas and located so as to be as far away as possible from electrical interference.

Secondary Stations

The secondary stations are located with regard to density of population and radio activity and are situated on leased property at sites permitting good reception. With each secondary station, he

(*Continued on page 62*)

IMAGINE meeting you, here, Lt. Zimmerman! When Lt. Carl Zimmerman (left) and George Hicks war correspondent, appeared on this photo sent to WEPM Milwaukee to be used in its window display for the invasion, the station got quite a surprise. Zimmerman had been chief announcer at WEPM before he left for his present post directing Army Naples station.

Revised Draft of Radio Bill Reported Near Consideration

Wheeler Indicates Provisions Will Be 'Acceptable' But Keeps Them Secret; Confers With President

ALTHOUGH only about six weeks remain before Congress recesses for the political conventions and pre-election campaigning, optimistic reports continue from Senate Interstate Commerce Committee spokesmen on passage at this session of the revised White-Wheeler Bill (S-814) to amend the Communications Act of 1934.

The revised draft has been kept secret but, according to best available information, will be brought before the full Committee this week or next. The NAB Legislative Committee, which met in Washington last week, was not familiarized with its detailed terms.

Wheeler Sees President

While Chairman Wheeler (D. Mont.) made no public statement regarding the scope of the revised measure, he did indicate that he thought it would be "entirely acceptable" to most interested parties. He conferred with Sen. White (R-Me.), acting Minority Leader and co-author, on May 4, preparatory to a full Committee hearing.

Chairman Wheeler conferred with President Roosevelt last Wednesday for 45 minutes—his first White House conference in six years. While he did not discuss the interview, aside from asserting that he invited the President to participate in a joint Congressional observance of the Samuel B. Morse Centennial, it was thought that communications—international and domestic—were covered. The Senate Committee, in addition to consideration of S-814, also is investigating the whole matter of an international communications merger following the war, and the name of FCC Chairman James Lawrence Fly has been mentioned in connection with a possible newly created post of communications coordinator. Senator Wheeler was invited to the White House.

While little could be gleaned from Committee sources regarding the revised White-Wheeler Bill, which in its earlier form was regarded as highly objectionable from many aspects, best information appeared to be that the bill:

(1) Provides for a five-man Commission with a rotating chairmanship.

(2) Clearly defines the scope and limit of the FCC's control over business aspects of station operations and negatives program control features.

(3) Establishes a "cease and desist" procedure as an action short of license revocation, paralleling the Federal Trade Commission law.

(4) Provides that second offenders in "cease and desist" cases be subject to revocation proceedings, but with appropriate legal recourse.

There were reports that Chairman Wheeler, bitter critic of radio commentators of the Winchell and Pearson type, is insistent upon a provision banning sponsorship of such commentators. Originally, it was stated, Chairman Wheeler proposed that all news broadcasts be restricted to sustainings. It was doubted whether such a provision could be made to stick.

'Equal Time' Declaration?

In a statement read to the Institute for Education by Radio in Columbus a fortnight ago, Sen. Wheeler condemned stations for selling news broadcasts and suggested that radio follow the example laid down by newspapers, "presenting unhampered, factual news".

In the first revised draft of the bill, Chairman Wheeler insisted upon a "declaration of Congressional intent" which would express it as the sense of Congress that identical time be given to anyone in public life criticized in news broadcasts. Difficulty in writing any legislative provision of this nature was experienced. It is indicated now that this expression probably will come in the Committee's report on the White-Wheeler Bill, rather than as an integral part of the measure.

Chairman Wheeler also has championed a limitation on power of standard broadcast stations of 50,000 w. Strong opposition has been voiced to this provision as placing an arbitrary power limitation on a dynamic technical art. Whether it remains in the draft was not ascertainable.

Will she be one of your Postwar Customers?

On March 1, 1944, there were approximately 224,000 women working in war plants in the Detroit area. As Selective Service dips deeper into the manpower supply, this number will probably increase in the coming months. The *average* wage of these women war workers is estimated at $50.25 weekly!

This is another factor that advertisers should consider when thinking of the postwar Detroit market. For the savings bank deposits and War Bond purchases now being made by these women will provide a substantial reserve for whatever temporary loss of employment that may occur through reconversion here.

Detroit's women war workers may well be your best customers when peace comes. Keep them advised of your postwar plans and products.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

Adv.

Vet MBS Newsmen To Cover Invasion

Combine 195 Years in Radio To Report Biggest War News

WHEN THE 18 veteran newsmen regularly featured by the Mutual Network step to the microphone with the latest word on the biggest news story of all time—the European invasion—they represent an aggregate total of 195 years of radio experience.

More years of radio news work are represented in Mutual's overseas staff, headquartered in London, with expert observers in such news centers as Naples, Cairo, Honolulu and the South Pacific. And the network has continuous, exclusive call on over 850 "Christian Science Monitor" men throughout the world.

The Mutual newsman's career has been packed with adventure. Take Royal Arch Gunnison, for example. During the decade that he has followed the news, and vice versa, across the world, Gunnison has had the knack of being precisely where the news was hottest. Vienna, Berlin, Geneva, Singapore, Chungking, Manila—wherever and whenever big stories were breaking, there was Gunnison.

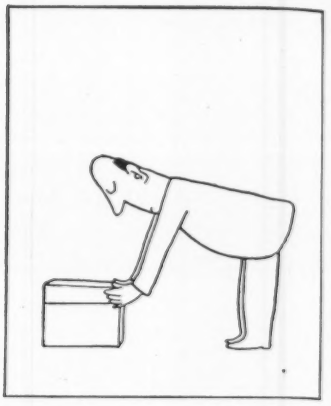
Gunnison

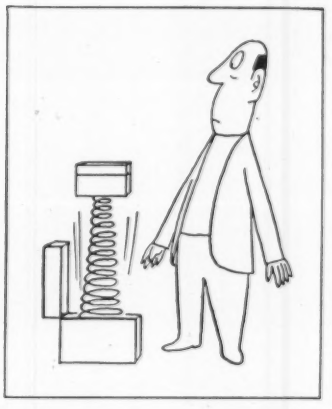
Trained for his spectacular career at four universities including Geneva, Switzerland, Gunnison began as an Associated Press man during the last days of the League of Nations. He roved Europe in subsequent years, timing his arrival in Marseilles to coincide with the assassination of King Alexander and Minister Barthou; checking into Vienna just before the Dolfuss murder.

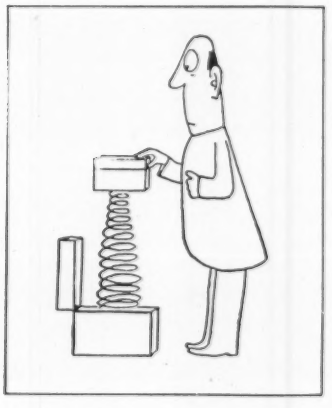
Perhaps the most notable phase of the Gunnison saga took place in the Far East, where he contrived to be in Manila, after a 42,000-mile air tour of Eastern Asia and the South Pacific, when the Japs first struck. When Manila fell, Gunnison and his wife were imprisoned by the Japs for 16 months. Repatriated last fall, he is now home again, ready to add his vast store of first-hand knowledge to Mutual's war news coverage. He's heard Wednesdays and Saturdays at 10 p.m., EWT.

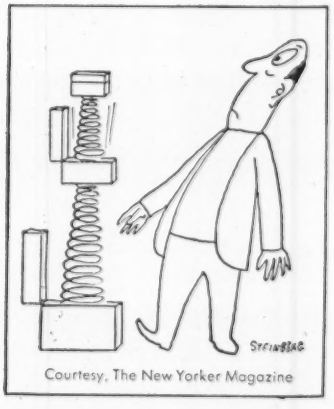
The other 17 Mutual analysts who regularly bring world news home to listening America are strategically located at key points throughout the nation. New York presents Gabriel Heatter, Boake Carter, Arthur Hale, Cecil Brown, Leo Cherne, Henry Gladstone, Charles Hodges, and Frank Singiser. From Boston come Volney Hurd and Cedric Foster. Fulton Lewis, Jr., and Walter Compton are heard from Washington; Alexander Griffin from Philadelphia; Upton Close from Los Angeles. Further west, Ray Dady broadcasts from St. Louis; Stanley Dixon from Des Moines; Arthur Gaeth from Salt Lake City.

what's inside?









Courtesy, The New Yorker Magazine

Here is an amazed man.

His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.

Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take 'national' measurements.

Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.

Facts like these are already popping up . . . facts about Mutual programs in Mutual markets:

PEOPLE LISTEN MORE . . . *sets-in-use averages are up to 15% greater than in four-network cities.*

MORE PEOPLE LISTEN . . . *share-of-audience averages are up to 400% greater than in four-network cities.*

RATINGS ARE HIGHER . . . *program-rating averages are up to 900% greater than in four-network cities.*

Such facts are of prime significance to clients of the world's largest network. Mutual's 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately?

the mutual broadcasting system

Educators Probe Radio From All Angles

Public Usefulness Debate Topics Of Institute

By J. FRANK BEATTY

BROADCASTERS were exposed to a general and at times penetrating examination at the hands of radio educators, other broadcasters and interested parties during the May 5-8 sessions of the 15th Institute for Education by Radio at the Deshler-Wallick hotel, Columbus, Ohio, [BROADCASTING, May 8].

Radio was probed from all angles at a score of panel meetings on various phases of radio and at general meetings attended by more than 800 persons from radio, educational, military and other fields. Except for the opening meeting on the subject "How Free Is Radio?" and the final session, on "Post-War Problems", only faint voices were heard in response to criticism of radio's management and technique.

Absence Is Criticized

At the opening meeting three network officials voiced radio's side of the subject. They were Edgar Kobak, Blue executive vice-president; Gilbert Seldes, CBS director of television programs; Tom Slater, MBS director of special features and war programs. And that meeting was a disappointment because three highly advertised speakers failed to show.

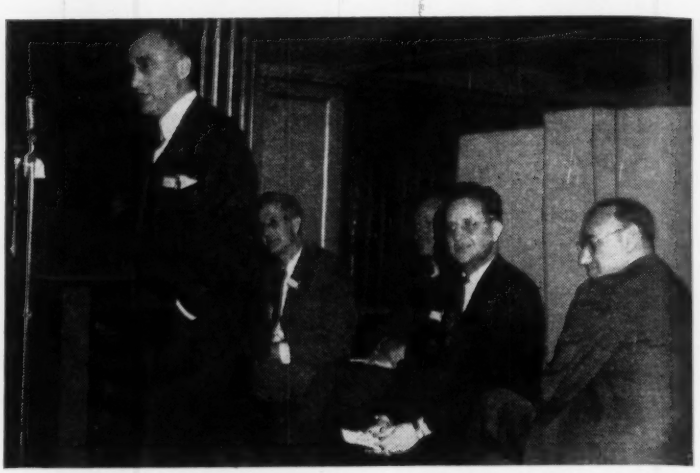
Radio representation at the Institute included big delegations from the networks. Considerable criticism of the commercial radio was voiced around the corridors because some of the big-name speakers failed to attend. About 200 station representatives attended the meetings and appeared on many of the panels.

The annual Institute citations for educational radio programs were made after the awards group had listened to transcriptions for six weeks. The awards were announced in the May 8 BROADCASTING.

Conspicuous at the Institute were representatives of the military. Col. Edward M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, sketched plans for invasion coverage at a luncheon of the Assn. for Education by Radio, which held separate meetings during the Institute. Maj. Jack Harris, executive officer of the Army Radio Branch, participated in two sessions as did Lt. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, and Lt. Hazel Kenyon Markel of that office. Capt. Martin Work, Radio Branch, Army Morale Services, and Lt. Col. Harold W. Kent, Army liaison at the U. S. Office of Education, were active in the proceedings.

Many broadcasters at the sessions felt the "going-over" at the hands of representatives of diverse lines offered a chance to see broadcasting from many angles. As expected, the human urge to criticize was exercised frequently and copiously, but many of the comments were considered pertinent and justified.

Mr. Kobak headed a large Blue crew including H. B. Summers, manager of the public service division, and Thomas P. Robinson, of the division. The Blue is conducting a study to determine if radio is free, and if so, how free. The Institute proceedings were carefully observed by the Blue group.



LET FREEDOM REIGN, broadcasters urged in a session on free radio held during the Ohio State U. Institute. Edgar Kobak, Blue Network executive vice-president, had them in stitches during the ad libbing that followed the regular panel session. Among panel participants besides Mr. Kobak were (l to r): Clifford J. Durr, FCC Commissioner; Dr. I. Keith Tyler, Institute director; Tom Slater, MBS director of special features and war programs; Gilbert Seldes, CBS director of television programs. Commissioner Durr criticized commercial broadcasting.

The final session, Radio and Post-War Problems, drew a discussion of radio's role in post-war planning. After the problems had been explained by Paul Hoffman, chairman, board of trustees, Committee for Economic Development and also president of Studebaker Corp., a panel of four went into radio's role.

Lyman Bryson, CBS director of education, observed that only general ideas about complicated economic and social problems can be put over on the air, since Joe Doakes is interested in whether he has his pay in his pocket rather than the profound economic factors that affect his life. But radio, Mr. Bryson said, can help Joe Doakes detect the phonies when he hears discussion of public issues.

George V. Denny Jr., moderator, *America's Town Meeting of the Air* heard on the Blue, said radio can bring labor and business into closer understanding. He advised educators to inject plenty of showmanship into their programs. Promotion of business is aided by radio's ability to stimulate interest in public issues, he concluded.

Neil M. Morrison, supervisor of talks and public affairs, Canadian Broadcasting Corp., took the position that radio perpetuates the status quo and promotes confusion. He drew a comeback from Mr. Bryson, who said radio is essentially a dissolving and revolutionary social force. He added that the entire industry doesn't do a fourth of the business done by Montgomery Ward & Co. in a year and reminded that minority groups get the same audience as majorities.

Kenneth G. Bartlett, director of the Syracuse U. Workshop, told about the famed Syracuse post-war planning project conducted with funds provided by the city and *Fortune* magazine.

Several months of planning, publicity and meetings failed to make much progress, he said, and *Fortune* sent investigators to find out why. And along came radio. A public hearing program was devised, with a judge in charge, aided by two lawyers (one for planners and one for citizens) and three citizens familiar with the subject. A jury reaches verdicts after each program. Witnesses are sworn.

The results of the 17-week Sunday afternoon program were astounding, Mr. Bartlett revealed as he described business and community reaction, with even anti-radio Syracuse newspapers enthusiastically supporting the program.

Panel Meetings

Here is a summary of proceedings at some of the panel sessions:

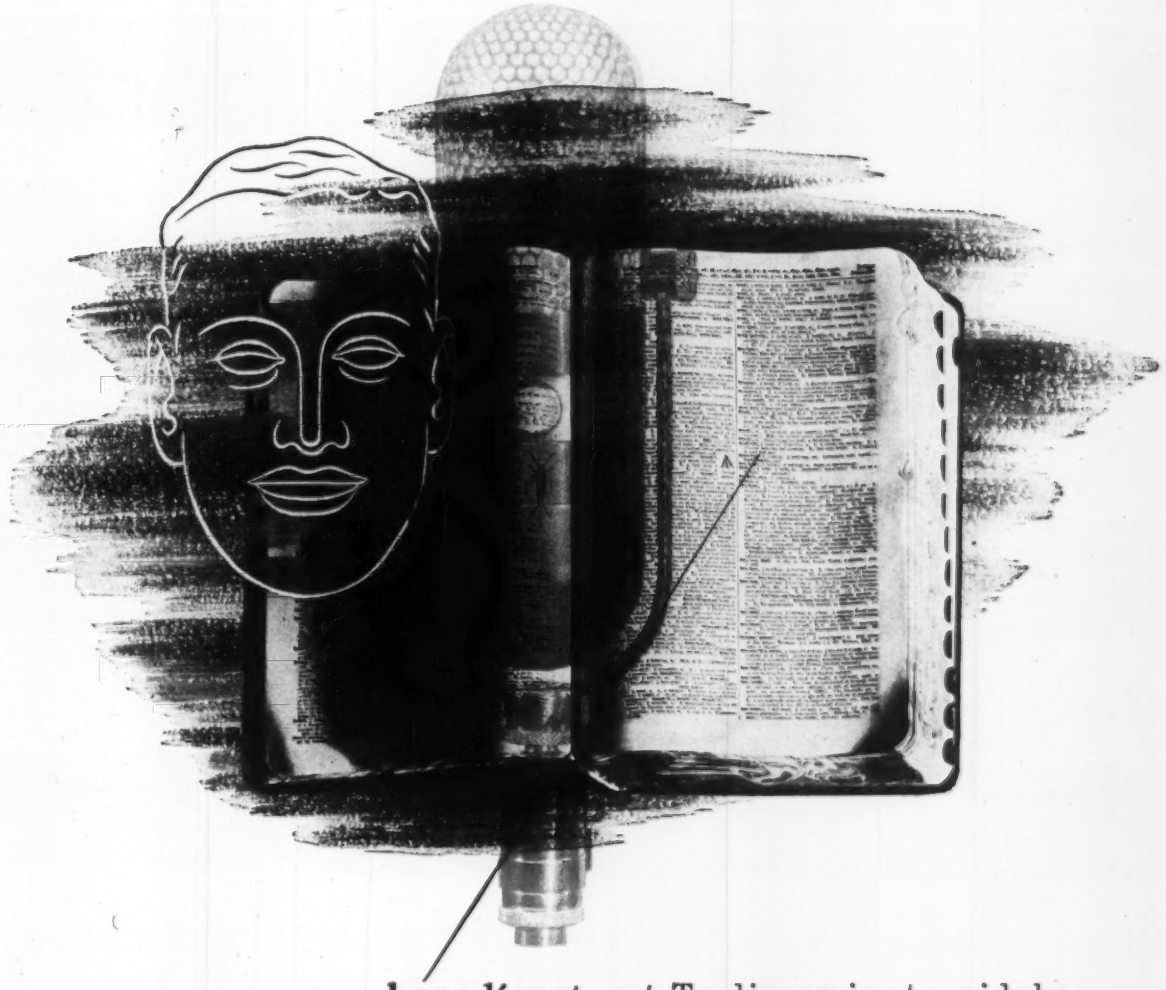
RELIGIOUS BROADCASTS—Concerned over so-called "racketeering religious campaigns", group decided to organize an association of religious broadcasters. A committee will report on organizational details and motives at a meeting to be called next autumn. Development of broadcasting technique is sought with the idea of attracting wider listening. Group was inclined to condone sponsored religious broadcasts if the sponsoring groups submit annual statements by certified public accountants and if they be endorsed by an investigating organization.

FARM BROADCASTS—Sponsorship was conceded to be helpful in bringing farm programs to the man behind the plow, since it permits better programming and makes more and better time available. Commercial programs were declared to have a larger audience than those not sponsored. Many programs of long-standing were found to have direct increase in audience when taken over by a sponsor.

FM was referred to as offering relief from static, interference and fading for listeners. Despite disclaimers, sponsorship of programs based on government material and personnel was felt by some to provide automatic endorsement of sponsor products.

More night broadcasts were advocated for farmers, along with more careful preparation. BBC farm broadcasts were praised because of skilled programming. Once television is resumed commercially it will reach

FARM BROADCASTERS met during the recent radio education institute at Columbus to form the National Assn. of Radio Farm Directors. Members of the Executive Council are (seated l to r): Emerson Markham, WGY Schenectady; William Moshier, KOIN-KALE Portland, Ore.; Larry Haeg, WCCO Minneapolis; Herb Plambeck, WHO Des Moines. Standing (l to r): Merton Emmert, WEAF New York; Cliff Gray, WSPA Spartanburg, S. C.; Ed Mason, WLW Cincinnati; George Round, Nebraska Extension Service; Sam Schneider, KVOO Tulsa.



broad′cast, *v. t.* To disseminate widely . . .

Now and again, it seems worth while to examine the verb "broadcast" for its pre-radio meaning: "To disseminate widely." For here, obviously, is a basic difference between radio and other forms of mass communication. Radio may address a national audience simultaneously. It literally *broadcasts* wherever there are sets to receive and ears to hear.

The stations of Westinghouse are situated to broadcast to a large segment of the national audience.. some 18,000,000 Americans living within audible reach. Here is a sizable crowd, able to hear NBC's Parade of Stars, the carefully planned local programs, and the sales-messages that are nicely integrated with both. Are *you* tapping these major markets?

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Check with NBC Spot Sales for open time

urban listeners first but may reach farmers more quickly than now believed. Music on farm programs was opposed, since farmers can get all the music they want on non-information programs not directed specifically at them.

RADIO IN THE WAR—Frank Cillie, Overseas Branch of OWI, presented the story of psychological warfare using 26 tongues. Some 30% of programs are relayed. The OWI's own transmitter is now operating from England. He observed that German propaganda operates with 20 times the OWI budget. Stephen Fry, British Broadcasting Corp., New York, discussed briefly BBC plans to cover the invasion by trained combat recording units. Radio reporters have been thoroughly schooled for their work, he said, and will use fully-equipped trucks, portable recorders and aircraft units. Specialists in different branches will do the reporting. Correspondents going with the first waves to beachheads, he said, will describe operations they are witnessing. Correspondents on ships off shore will report with a wider perspective. Those back on the English coast will have still broader perspective and finally the whole assemblage of broadcast material will be put into perspective. No exclusivity will exist on any invasion broadcast, he said.

John Daly, CBS correspondent, explained broadcasting from the war front, reviewing communications difficulties and living conditions. He recalled several news beats. D. C. McArthur, chief news editor, Canadian Broadcasting Corp., recited the story of CBC's war reporting starting with the departure in 1939 of Canadian troops for Britain. He explained how mobile units are used in the field and played recordings. Lt. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, played several recordings of combat reporting. Maj. Jack W. Harris, Radio Branch, Army Bureau of Public Relations, told how the Army is handling war coverage.

PRESIDENTS, PAST and present, of the Assn. for Education by Radio got together at the Ohio State U. Institute for Education by Radio to discuss expansion plans. Lt. Col. Harold W. Kent (1), after serving the AER as president for three years, retired in favor of Dr. I. Keith Tyler (r), acting Director of Radio Education, Ohio State U.

MORALE ON THE FIGHTING FRONTS—Capt. Martin Work, Radio Branch, War Dept. Morale Services, explained how regular commercial broadcasts which he described as the best programs in the world from a substantial part of the broadcasts to troops. He explained how transcriptions, 123 short-wave stations and 89 American Expeditionary Stations are providing entertainment for troops along with turntables and p. a. systems at 185 installations. The Surgeon General is equipping many hospitals with playback equipment, he said. He observed that over 100 suitcase transmitters have been sent out. Lt. Com. Charles E. Dillon, Radio Section, Navy Office of Public Relations, discussed Navy activity in maintaining morale. The Navy has access to the Army's broadcast facilities.

RADIO'S ROLE IN UNDERSTANDING—Broadcasters were criticized for purported laxity in promoting racial and labor relations and for handling of news broadcasts.

TELEVISION AND EDUCATION—Application of the visual medium to education was discussed. Gilbert Seldes, CBS director of television programs, explained the network's policy of waiting until the medium is improved technically before launching commercial television. James M. McLean, commercial engineer, GE dept. of electronics, showed a movie on television.

RESEARCH—Radio was described as the most effective medium in the 1940 political campaign by Dr. Herta Herzog, of McCann-Erickson, though she suggested the medium may be losing popular appeal. Dr. Herzog doubted if many people changed their votes because of radio listening once they had decided how they would vote. Sidney Fishman, of MBS, discussed the Pulse of New York Roster and suggested networks should spread better type programs throughout the week instead of concentrating them on Sunday. Oscar Katz, CBS program analyzer, said listeners prefer education and entertainment programs mixed and suggested educators inject all possible showmanship into their broadcasts. George Blechta, of A. C. Neilsen Co., Chicago, discussed the Neilsen Audimeter. Walter Elliott, of Elliott-Haynes, outlined Canadian surveys. He noted that Protestants are the main followers of Catholic broadcasts, and vice versa. Chairman of the panel was Matthew N. Chappell, consultant to C. E. Hooper Inc.

COLLEGE COURSES IN RADIO—Minimum standards for such courses will be submitted to universities and colleges. Lyman Bryson, CBS director of education, said general background is necessary in addition to the technical radio training given students.

RADIO LANGUAGE AND LITERATURE—Time will decide the literary merit of radio writing, said William N. Robson, CBS writer-producer. Dr. Harold R. Walley, professor of English, Ohio State U., said radio entertainment is repetitious and a threat to the industry. John McCaffrey, fiction editor, *American* magazine, observed that the time element is the main factor limiting the literary progress of radio. Donald W. Riley, of the Ohio State U. speech department, suggested more thought should be given to the literary value of radio writing and Marguerite Fleming, Columbus Radio Workshop director, stressed the value of audience criticism.

COLLEGE PUBLIC RELATIONS BROADCASTING—H. B. Summers, Blue public service division manager, pointed out that college public relations broadcasts must have exceptional merit to get a network spot since they aren't likely to appeal to the average listener. Miss Trennie E. Eisley, director of publicity, Bucknell U., one of the few universities buying network time, predicted more colleges will be buying time as such a demand evolves from a growing interest in education institutions.

WRITING FOR RADIO—William N. Robson, CBS writer-producer, criticized the narrator type of story as a "lazy writer's out". He sketched trends in war writing roughly like this: 1940, cherish freedom; 1941 and after Pearl Harbor, We'll get Tojo; 1942, get acquainted with the enemy, awaken the country from complacency; now, reality of war; 1945, perhaps escapist programs. Frank E. Hill, of the CBS *American School of the Air*, suggested post-war developments, both informative and ideological, would be the topic of dramatic programs.

TRAINING RADIO JOURNALISTS—More local news should be provided in newscasts, with larger staffs doing the job, according to Lester Spencer, assistant general manager, WHIO Dayton. Annie Lee Stagg of WSB Atlanta urged clarity in handling spot news. Phil Newsom, UP radio news manager, urged calm and objective presentation of news.

CHILDREN'S PROGRAMS—Panel feels broadcasters, parents and educators should jointly help the child find a place in the world and prepare for the future. Broadcasters were advised to do a better job of promoting new shows in this field, especially before they go on the air since it often is weeks or months before many persons even know about the new program. Interest was expressed in newscasts for children.

SCHOOL BROADCASTING—Lack of progress in this field was ascribed to lack of equipment, poor production, inadequate selling of their work by school broadcasters, lack of knowledge of radio among teachers and administrators, lack of proper program tailoring and lack of proper program grading. Nationwide survey of school broadcasting by the Assn. for Education by Radio was recommended along with promo-

Air Aids Symphony

COMMERCIAL sponsorship of the CBS broadcasts of the New York Philharmonic Symphony Society, have helped reduce the organization's operating deficit, according to report on the 1943-44 season by Marshall Field, chairman of the board. Society this month completes its first year of commercial broadcasting of its Sunday concerts for U. S. Rubber Co. Mr. Field reported a season deficit of almost $20,000 was met by private contributions. William S. Paley, CBS president, now on leave with the OWI in England, was one of seven directors elected to serve a four-year term.

KCKN makes no pretense of covering outstate Missouri and Kansas. KCKN is programmed specifically and exclusively for Greater Kansas City's 861,603 persons within KCKN's primary-service area — wherein lies the greatest, by far, concentration of population and effective buying income in the Kansas City trading area.

No other Kansas City station is programmed *exclusively* for metropolitan listeners.

No other Kansas City station broadcasts on a day and night, *all* night, schedule.

No other Kansas City station maintains broadcasting facilities in *both* Kansas City, Missouri and Kansas City, Kansas — KCKN is the only *truly* Greater Kansas City station.

Wire or phone your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GEN'L MGR.
KCKN, KANSAS CITY WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN

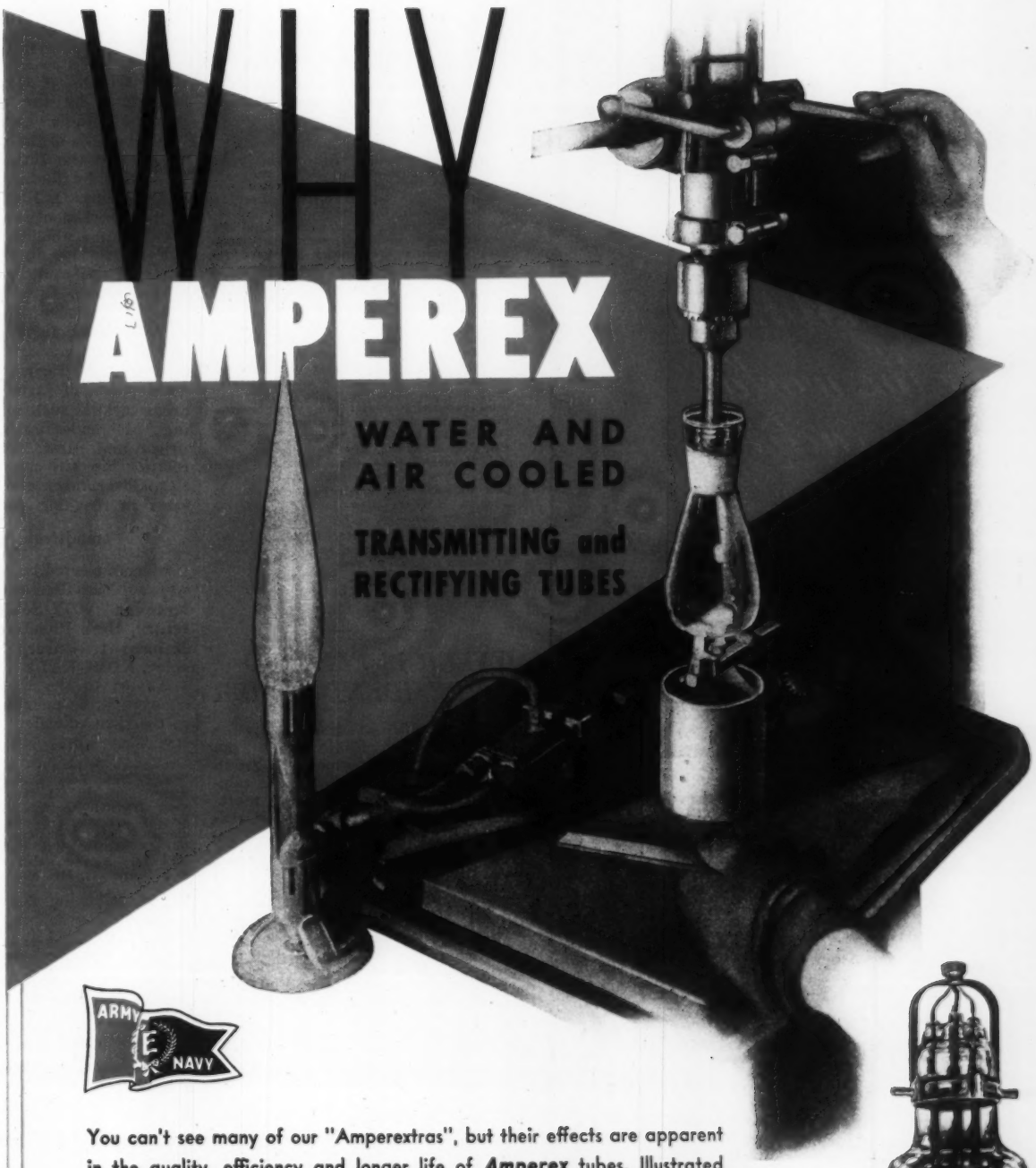
CAPPER PUBLICATIONS, Inc.

NEW YORK 17	CHICAGO 1	KANSAS CITY 6	SAN FRANCISCO 4
420 LEXINGTON AVE.	180 N. MICHIGAN AVE.	300 Waltower Building	1207 RUSS BUILDING
Mohawk 4-3280	Central 5977	Victor 3864	Douglas 3220

WHY AMPEREX

WATER AND AIR COOLED

TRANSMITTING and RECTIFYING TUBES



You can't see many of our "Amperextras", but their effects are apparent in the quality, efficiency and longer life of ***Amperex*** tubes. Illustrated is a highly specialized method of glass fabrication. Among our other novel techniques are sealing operation on rotating fires, precise welding, unique way of sealing glass to copper, extremely careful chemical cleaning. These operations are characteristic of the standards of ***Amperex***—the scientific laboratory on an enlarged scale.

Still Your Best Investment . . United States War Bonds

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET BROOKLYN 1, N. Y.

Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

COMMAND PERFORMANCE

for the world's most exacting customer... Uncle Sam

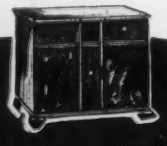
UNTIL victory, Freed-Eisemann is at the command of the world's most exacting customer, Uncle Sam, in the manufacture of wondrous radio devices for the armed forces. Thereafter, we will once again be at the command of the exacting American music lover.

Those who own a Freed-Eisemann radio-phonograph today—among them many great musicians and famous decorators—know the exquisite pleasure of its possession—the true and rich glories of FM at its finest, its perfect standard radio, and its superb reproduction of recorded music. They know also the ease with which Freed-Eisemann cabinets harmonize with period decorative themes.

After the war, we will produce an even finer Freed-Eisemann. Then, no one who can appreciate and afford one need be without one.

"For Extraordinary Performance"

REMEMBER THE NAME FREED-EISEMANN WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM



Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

tion of pedagogical broadcasts by demonstrations and discussions of radio technique.

MUSIC—The panel agreed that too many listeners try to understand music broadcasts instead of merely enjoying them.

FM AND EDUCATION—Schools were reminded that they cannot rush in for FM licenses and put up thousands of transmitters. A plan to put a central FM station in each was discussed, with the network idea also mentioned.

BROADCASTS TO WOMEN—The NAB Assn. of Women Directors discussed problems of broadcasts to women and closed by affirming faith in the American way of radio.

RADIO RECRUITMENT—Advertising technique employing radio to a considerable extent has successfully recruited personnel for the armed forces, according to Arthur Meyerhoff, head of the agency bearing his name. He described how the agency had conducted recruiting campaigns, leading the country in Wave recruitment, and ascribed this success to good merchandising followed up on the air, and the use of a psychological approach.

"Recruiting is not like a bar of soap," he said. "It is more like selling a woman on the idea of getting married, one of the biggest decisions of her life. We feel the recruiting of women is an advertising, sales and merchandising job. Wrigley has been successful in its campaign because that is the job it knows most about." Donald O'Brien, Esso reporter for Colonial Beacon Oil Co., New York, agreed with Mr. Meyerhoff that recruiting success depends on promotion employing radio. "It is a mathematical certainty that if you do a good merchandising job, you get results," he said.

Mrs. Laving Schwartz, deputy chief of the OWI Chicago office, said the network allocation plan proved that important Government war offices can be brought successfully to the public. She outlined OWI's operating methods.

TYLER IS ELECTED PRESIDENT OF AER

EXPANSION of the Assn. for Education by Radio from the original 19 who formed the group to a membership of 1,232 was celebrated at the third annual meeting held during the May 5-8 sessions of Ohio State U's 15th Institute for Education by Radio.

Dr. I. Keith Tyler, acting director of radio education at the university, was elected president of AER, succeeding Lt. Col. Harold W. Kent, Army liaison at the U. S. Office of Education. Other officers are First vice-president, Luke Roberts, educational director of KOIN Portland, Ore.; second vice-president, Robert L. Hudson, director, Rocky Mountain Radio Council, Denver; secretary, Elizabeth Gowdy Noel, U. S. Office of Education; treasurer, George Jennings, acting director, Radio Council of Chicago Public Schools.

The AER voted to abolish the offices of secretary and treasurer in 1946, substituting three representatives-at-large. A committee will consider affiliation with the National Education Assn. and report by July 1. AER resolved to work in harmony with local radio councils originated by Dorothy Lewis, NAB director of listener activities.

Col. Edward M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, told AER luncheon guests that radio is ready for the invasion, explaining briefly the 24-hour transmission facilities available to the networks, the plan to pool coverage and lifting of the ban on recordings [BROADCASTING, May 8]. American radio is ready, he said.

CRUGER RADIO PRODUCTIONS, Hollywood, has sold all rights to the transcribed 156 episode quarter-hour adventure serial, *Phantom Indian*, to Continental Radio & Television Productions, that city.

Larry Haeg Heads Farm Radio Group

National Association Formed; Promotion Campaign Mapped

PROMOTION of farm broadcasts is planned by the new National Assn. of Radio Farm Directors, which held its organizational meeting during the 15th Institute for Education by Radio held May 5-8 in Columbus, O. Elected president of the association was Larry Haeg, WCCO Minneapolis.

Farm service directors from all parts of the country are enrolled in the group. Cited as objectives are: Promotion of closer relationship between farm broadcasting and station management; higher standards of farm broadcasting; development of farm broadcasts in areas lacking such service; fostering of understanding between urban and rural listeners; closer relationship with advertising agencies, Government and others interested in reaching farmers.

Committees Named

Officers elected besides Mr. Haeg were: Vice-President, Emerson Markham, WGY Schenectady; secretary, Herb Plambeck, WHO Des Moines; treasurer, William Moshier, KOIN-KALE Portland, Ore.

Named to the Executive Council were three members from each of the three divisions of the country. They are:

Eastern Division — Merton Emmert, WEAF New York; Clifford Gray, WSPA Spartanburg, S. C.; Mr. Markham. Midwest Division—George Round, Nebraska Extension Service; Ed Mason, WLW Cincinnati; Sam Schneider, KVOO Tulsa. Far West Division—Nelson MacInnch. KFI Los Angeles; Henry Schacht, KPO San Francisco; Mr. Moshier.

The following committees were named:

Code of Ethics—John Merrifield, WHAS Louisville, chairman; Art Page, WLS Chicago; Mr. Emmert; Jennings Pierce, manager, public service and station relations, NBC western division, Hollywood.

By-laws and Constitution—William E. Drips, NBC director of agriculture, Chicago, chairman; Mr. Markham; Mr. Moshier.

House Organ and Publicity—Mr. Round, chairman; Homer Martz, KDKA Pittsburgh; Jerry Seaman, extension service, North Dakota; Lane Beatty, WBAP Fort Worth.

Directory — George German, WNAX Yankton, chairman; Charles Shoffner, WCAU Philadelphia; Mr. Schacht; Mr. Plambeck.

Membership—Phil Evans, KMBC Kansas City, chairman; Chuck Worcester, CBS Washington; Hamilton Heintz, McClatchy stations; Mr. Gray.

Regional meetings are to be held during the year, with the next annual session scheduled for the 1945 Institute in Columbus.

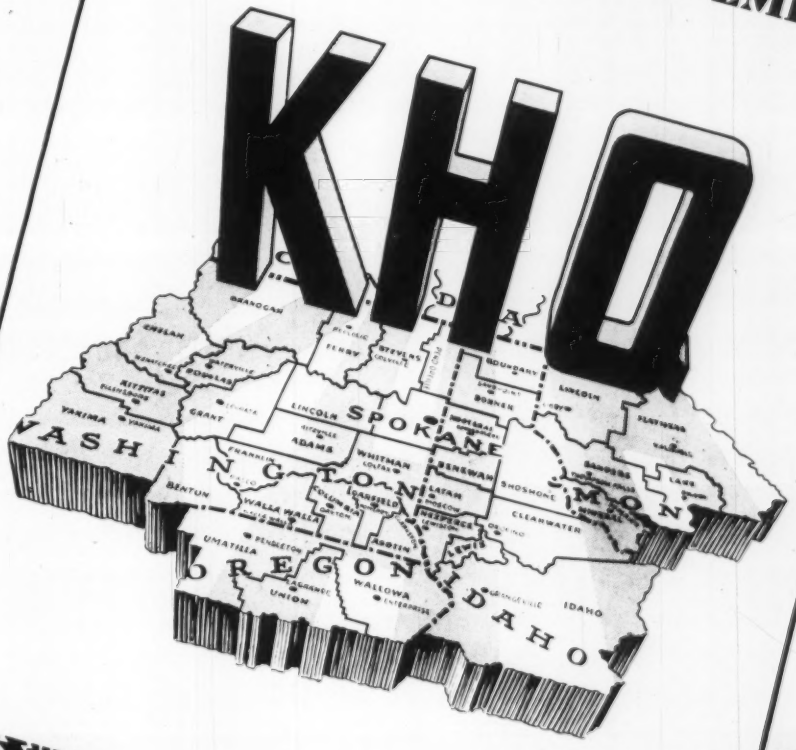
M-G-M 'Screen Test'

M-G-M's new Mutual program starting June 12 [BROADCASTING, May 1] will be titled *Screen Test* and will feature amateurs competing for chance to appear in movies. M-G-M professional talent will be scheduled on program. Radio performance recordings of amateurs will be auditioned at film company's Hollywood studios. Agency is Donahue & Coe, New York.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



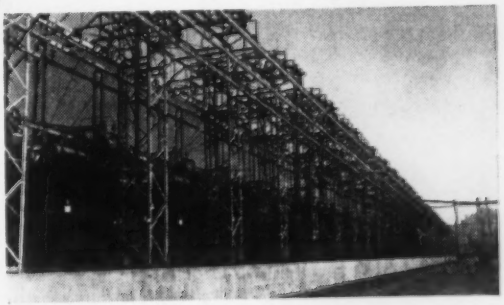
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

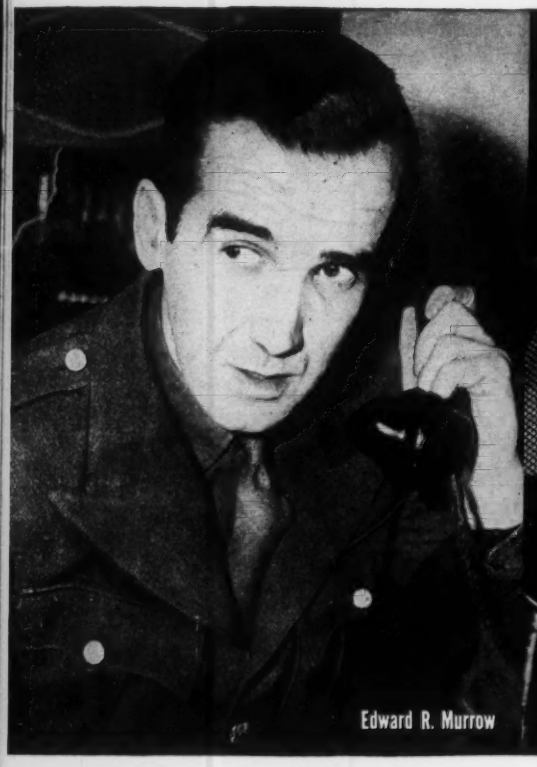
Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



A "Network of Power" keeping the wheels rolling at one of the many new *permanent* industries, representing a Half-Billion Dollar investment, making Spokane the "Light Metals Capital of the world." KHQ, too, is a "Network of Power" whose Primary Area alone *completely* covers 38 Counties in 4 States. (Photo Courtesy ALCOA).

"...for Meritorious Public Service".....



Edward R. Murrow

"Lux Radio Theatre"

MARY MARTIN

"Open Letter To The American Peop

WILLIAM N. ROBSON

The Advisory Board of the George Foster Peabody Radio Awards has completed its judging of 1943 radio programs eligible to award in seven classifications. The Columbia Network and its affiliates are the gratified recipients of six citations in five classes:

1. For Outstanding Reporting of the News:

EDWARD R. MURROW, CBS News Chief in London.

2. For Outstanding Entertainment in Drama:

"LUX RADIO THEATRE" produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.

—and

"AN OPEN LETTER TO THE AMERICAN PEOPLE", a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943—with a summary by Wendell Willkie.

3. For the Outstanding Children's Program:

"LET'S PRETEND", a notable children's fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

4. For Outstanding Entertainment in Music:

MUSIC AND THE SPOKEN WORD, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on April 30th presented its 603rd consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.

...CBS LEADS IN PEABODY RADIO AWARDS

"Let's Pretend"

NILA MACK

Salt Lake City Tabernacle

"These Are Americans"

CHESTER HUNTLEY

5. For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. *These Are Americans* was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "*...designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry*", and significant because they illustrate the common ideal of this network and those who are components of it. The ideal is not only public service, but *excellence* of public service.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

This is CBS....the Columbia Broadcasting System

NORTH CAROLINA
is the
SOUTH'S No.1
AGRICULTURAL
STATE

CASH INCOME and GOV'T PAYMENTS
Source: Department of Agriculture, 1940

NORTH CAROLINA
$221.8 MILLIONS

AVERAGE OF
NINE OTHER
SOUTHERN STATES
$133.3 MILLIONS

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No.1
SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

Hearings Ordered on WOV, WSAR Sale, Calumet Broadcasting Reassignment

TWO CASES involving proposed sale of broadcast stations and a third proposing reinstatement of a forfeited station, but to a new owner, were designated for hearing last Tuesday by the FCC.

Proposed sale of WOV New York, foreign language outlet, by Arde Bulova to Mester Bros., Brooklyn food product distributors, for $300,000, was designated for hearing after several months of pendency. Richard F. O'Dea, minority stockholder in Wodaam Corp., operator of the station, protested the sale, but it is understood that the FCC felt the Mester application was incomplete and that additional data should be procured in public hearing. The Bulova interests also control WNEW New York, and sale of one of the outlets would be in keeping with the FCC's so-called "duopoly" order.

WSAR Hearing

The Commission also set for hearing the long pending transfer application of WSAR Fall River, Mass., from Doughty & Welch Electric Co., owned by William T. Welch, to the *Fall River Herald-News*, for approximately $175,000. The application has been pending for several years and was designated for further hearing on two new issues—one understood to involve operation of the station by the proposed new owners through a trusteeship and the other the question of purported "local monopoly" since the newspaper and station are the only such operators in the town. Moreover, it was reported that because of the tax situation, Mr. Welch was not now as readily disposed to sell.

In the third action, the FCC designated for hearing the application of Calumet Broadcasting Corp., former licensee of WJOB Hammond, Ind., for assignment on 1520 kc with 5,000 w. The station was sold by Dr. George F. Courrier, Methodist Episcopal pastor, and Doris Keane, to Marshall Field, Chicago merchant and publisher of the *Chicago Sun*, in 1942. The station went off the air in January 1943, after John W. Clarke, now in the Army, who subsequently became principal stockholder, notified the Commission of his intention to surrender the license because of war conditions. Equipment of the station subsequently was purchased by Dr. Courrier and Miss Keane at a public sale, following which an application for the old facilities of WJWC (successor to WWAE) was filed with the Commission. The hearing on the application for the new station, scheduled for May 25 in Washington, was shifted to Chicago on that date, provided "that the hearing may be adjourned by the presiding officer to the offices of the Commission in Washington for presentation of additional evidence."

BOARD CALLS OFF ANNUAL AFA MEET

DUE TO WARTIME restrictions on travel and other facilities the Advertising Federation of America has canceled plans for its 40th annual national convention, according to Joe M. Dawson president.

Originally scheduled for Chicago June 4-7 the Federation board of directors voted unanimously to call off the convention and at the same time recommended that the present officers and directors be held over until their successors can be elected at a convention.

This is the first time in its 39 years that the Federation has failed to hold its annual meeting.

Seeman Extends

SEEMAN Bros., New York, increased its spot campaign for Air Wick, an air deodorant to 10 stations during the first half of May, and will expand further towards the end of the month with extension of distribution to additional cities. Continuing its use of news, recorded music and women's interest program, Seeman added WNEW and WQXR New York and WLW Cinicinnati on May 1 and starts participations on WOR New York Monday May 15. Schedule, which got under way in January with gradual expansion, includes WBZA WDAS KDKA WFIL WBBM WABC. Newspaper drive has also been augmented. Agency is William H. Weintraub & Co., New York.

Canadian Survey Group Names Phenner as Head

LOU PHENNER, Canadian Cellucotton Co., Toronto, has been named president of the new Bureau of Broadcast Measurement, with Adrian Head., J. Walter Thompson Co., Toronto, as vice-president. Athol McQuarrie, secretary of the Assn. of Canadian Advertisers, has been appointed BBM secretary-treasurer, and offices have been established in the Federal Bldg., Toronto.

While no contracts have been signed, it is understood Elliott-Haynes, Toronto, will undertake the coverage data. First coverage maps and statistics may be available by July 1. About one-third of Canadian stations plan to join BBM.

Board of directors consists of nine members, three from ACA, three from the Canadian Assn. of Advertising Agencies, two from the Canadian Assn. of Broadcasters, and one from the Canadian Broadcasting Corp. In addition to L. E. Phenner and Adrian Head, other directors are T. L. Anderson, Cockfield Brown Co., Toronto; Ray Barford, J. J. Gibbons Ltd., Toronto; R. L. Sperber, Sterling Products Ltd., Windsor; A. Usher, RCA Victor Ltd., Montreal; H. Gooderham, CKCL, Toronto; Horace Stovin, Stovin & Wright, Toronto.

WELO Joins MBS

WELO Tupelo, Miss., newly constructed station owned and operated by Capt. Birney Imes Jr., owner of WCBI Columbus, Miss., will go into operation May 15 as an affiliate of Mutual. It is assigned to 250 w, 1490 kc.

IT ISN'T OFTEN THAT 3 RADIO STATIONS IN THE SAME TOWN *Agree!*

But we feel that you will agree too, that Knoxville is even more worthy of consideration. Always a good market, Knoxville has moved to the front! As the home of the great T. V. A., Knoxville is the Hub of giant War Industries, employing countless thousands of workers, steadily increasing the Knoxville payrolls, steadily increasing Knoxville's Sales.

Agree ON KNOXVILLE FOR YOUR SALES MESSAGE

According to Sales Management's "Retail Sales and Services Forecast for May 1944", with May 1943 as a base of 100%, Knoxville showed an increase to 155% . . . leading the nation!

Quick Facts

KNOXVILLE: Now a city of more than 200,000 . . .

Has highest percentage radio homes and white population of any Tennessee City . . .

Metropolitan Area includes ALCOA and other big industries . . .

WNOX WROL WBIR

Delay Pending Better Video Is Endorsed by CBS Affiliates

Support Network Stand on Post-War Television And Kesten Statement on RTPB Panel

SUPPORTING its proposal for the application of wartime electronic developments to post-war television before it is granted full commercialization, CBS last week released the results of a survey of its affiliated stations. They voted overwhelmingly in favor of improved standards and a statement by Paul W. Kesten, CBS executive vice-president, pointing out that Committee 3 of the Television Panel of the Radio Technical Planning Board had unanimously passed a motion which "contained recommendations almost identical with Columbia's recent proposals."

CBS statement noted the following similarities between its own proposals and the recommendations of the committee, whose members included representatives of RCA, Philco, General Electric, Du Mont, Zenith, Farnsworth, Stromberg - Carlson, Howard Hughes Productions, NBC and CBS:

CBS RECOMMENDATIONS: vastly improved television pictures as soon as possible after the war. *RTPB recommendation:* "This committee looks forward to the eventual establishment of a television service of exceptional quality."

CBS RECOMMENDATIONS: wider channels to permit more detailed pictures, channels at least 14 or 16 megacycles wide. *RTPB recommendation:* ". . . considerably wider channels will be required for such service, . . . at least 20 megacycles wide."

CBS RECOMMENDATION: move television "upstairs," in frequencies above 200 megacycles. *RTPB recommendation:* "the Committee recommends that a number of channels be allocated above the 6 megacycles channels (this means above 290 megacycles)."

CBS RECOMMENDATION: double the present number of channels from 18 to 36, to increase competition and provide better service. *RTPB recommendation:* "It should be understood that at least 30 channels . . . would be required for national allocation. . . ."

THE RTPB COMMITTEE ADDED: "It was felt that ample provision should be made at such frequencies for experimentation with color television and high definition monochrome (black and white) television." *CBS similarly recommended* that the proposed new standards should be used for full color television as well as vastly improved black and white pictures.

CBS statement did not, however, conclude the quotation from the committee, which wound up: "It was the firm belief of the committee that it would be premature to consider standards for television operation in wide channels at ultra-high carrier frequencies since laboratory and field experience with television systems operating at these frequencies is wholly lacking."

Explaining that CBS was calling attention to this committee action because the committee's other motions approving present video standards had been publicized, Mr. Kesten pointed out that the present standards were approved only as the best means of using the present narrow bands for black-and-white pictures, adding that CBS agreed wholly with this.

"The idea that any informed engineer of any responsible company has closed the door on the improved television we are pleading for is absurd," Mr. Kesten declared. "Engineers aren't like that—as this courageous and honest resolution which they passed clearly indicates.

"The differences between the RTPB recommendation and our own position is merely one of time and timing. The 15 company spokesmen who passed this recommendation used the word 'eventual.' We say 'eventually' may be too late. Let's whittle down the period of delay to a year or so, let's get better pictures at the earliest possible date, let's give them to the public quickly instead of 'eventually'."

Returns From Questionnaire

Returns of the CBS video questionnaire from 91 of its affiliates showed all but one favoring the stand that even though a year or two may be needed to accomplish it, the degree of improvement over pre-war video standards represented by the "post-war" illustrations in the CBS report justifies the concerted efforts of manufacturers, broadcasters and Government toward that end.

All stations answering believed that some increase in television effectiveness and popularity would result from full-color pictures, with estimates of the amount of this increase ranging from 55% to 1,000% and averaging 263%. Of the broadcasters who had seen present television pictures, only 19% thought them good enough to induce widespread consumer purchasing of receivers at $200 and up and only 1% thought them good enough to permit two hours of continuous viewing without eye-strain.

Detroit Video Sought

INTERNATIONAL Detrola Corp., Elkhardt, Ind., pre-war manufacturers of receiving sets and equipment now engaged in war production work, has applied to the FCC for a construction permit to build a Channel 2 commercial television station in Detroit. A similar application has also been filed for a Detroit commercial video outlet by the Jam Handy Organization, industrial motion picture firm, Detroit. Channel is assignment requested. WTAR Norfolk, owned by Norfolk Newspapers Inc. (*Ledger-Dispatch* and *Virginian Pilot*) also filed last week for a new FM station to be operated on 46,500 kc with coverage of 5,702 sq. mi. Estimated cost is $39,805.

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

The combined effective buying income of San Antonio, Austin and Corpus Christi—three key markets in WOAI's primary area—skyrocketed 41.6% in 1943 over 1942! Figures are from "Effective Buying Income" estimates in the Survey of Buying Power issue of Sales Management, published May 10.

Use WOAI to tap this immense buying power. WOAI sells more merchandise to more people in Central and South Texas than any other single medium—at a lower cost per sale!

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Another Outstanding WGN Origination—

The Chicago Theater of the Air Symphony Hour

As a complement to the Chicago Theater of the Air operetta series, WGN now gives the people of Chicago and the Midwest the Chicago Theater of the Air Symphony Hour featuring a full hour broadcast every Monday night by the famous WGN Symphonic Orchestra under the baton of Henry Weber.

No single station in the nation has a musical organization its equal in size and musical ability. In its ranks are musicians who have established enviable reputations in the great symphony orchestras of the world.

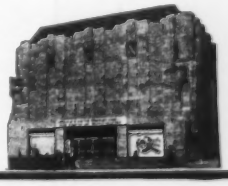
To give the radio listeners the very best in fine music has long been a WGN policy and to further that aim the scores of the great symphonic works are played in their entirety.

These weekly broadcasts on a year round basis are another example of WGN enterprise, community-mindedness and program building resourcefulness.

A CLEAR CHANNEL STATION

CHICAGO ☆ ILLINOIS

50,000 WATTS *720 KILOCYCLES*



WGN

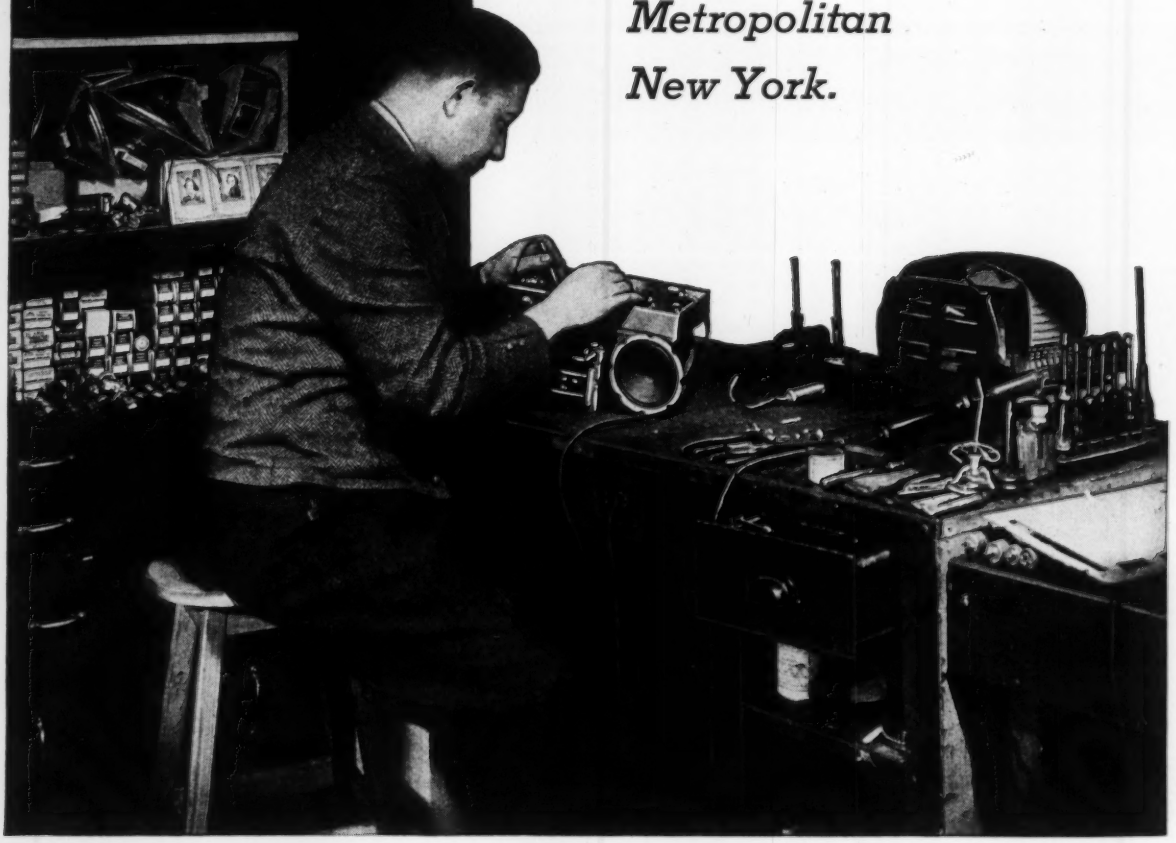
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 East 42nd Street, New York 17, New York
PAUL H. RAYMER CO., Los Angeles 14, California · San Francisco, California

This Story of WJZ's Great New Voice in the World's Richest Market Is Another Reason Why The BLUE Is a Better Buy than ever...

Who Knows Radio

Radio Service Men! . . . 311 of them report fine, clear reception in every section of Metropolitan New York.



Most About Reception?

WJZ has been broadcasting from its new transmitting location for several months now. Reports pouring in from every part of the New York trading area were gratifying to say the least.

But we wanted expert opinion—a report from the men who hear all about the troubles of radio owners.

We questioned 195 radio repair men *in New York City alone.* Almost to a man (182 to be exact) they reported that WJZ now is being received with the greatest possible clarity—in many cases, the clearest of any station. That's good news for listeners.

And it's even better news for you who want those listeners to hear your sales messages and not miss a single word.

Here's a vibrant new voice for the Blue's Key Station—bringing the Blue's tradition-free programming to the world's richest market with new strength and clarity.

NOW! Your Strongest Voice in the WORLD'S RICHEST MARKET...

WJZ
Key Station of The
BLUE NETWORK
770 on your dial

LUTE GULCHER SAYS OF

KNOXVILLE—

"Durn place is growin' faster'n a dandy lion crop. So many humans stirrin' 'round 'pears like a big fray goin' on nite and day. I sure wud dislike tryin' to hand feed 'em all. Wud take a mountain o' cornbread and sass. Seems like they all works so steddy in Knoxvul they just go 'round pantin' like a critter with the heaves!"

LUTE IS RIGHT!

According to Sales Management's "Retail Sales and Services Forecast" for June 1944, with June 1943 as a base of 100%, Knoxville showed an increase to 160.0% . . . leading the nation! Everyone is busy as a beaver. Believe us—no one is sitting around under a magnolia tree sipping mint juleps and watching the clouds float by!

INCIDENTALLY—

Why not wire or write John Ballard, WBIR, today for availabilities on the station that gives you the needed coverage in the concentrated Knoxville market?

WBIR

Blue — Mutual

KNOXVILLE, TENNESSEE

"The Home of TVA"

WLAP Lexington, Ky. Mutual Network
KFDA Amarillo, Texas Blue and Mutual
WCMI Ashland, Ky.-Huntington, W. Va. Mutual Network

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

Giveaway Policy Of Y&R Watched

Such Shows Distort Survey Figures, Franco Claims

ALTHOUGH the new Young & Rubicam policy of not placing business with stations broadcasting money give-away programs was being watched with interest, there were no indications last week of its general adoption by the advertising agency group. Policy was adopted by Y & R for purely practical reasons and not from an evangelisitc fervor, according to Carlos Franco, manager of the agency's time buying department.

"We have no wish to be crusaders," he said, "but neither do we want to encourage the continuation of a practice which we feel is contrary to our own best interests, as well as to those of other agencies, advertisers and radio stations."

'Kidding Agencies'

Mr. Franco explained that since, a couple of years ago, WFIL Philadelphia started picking names out of the phone book and giving away radios, with the result that the rating surveys in that city were thrown out of line, the practice has spread to other cities with like results. He said that these stations are in effect kidding the agencies which buy time on the basis of warped surveys and are penalizing those stations who attemept to build audiences through good programming instead of by giving away dollars.

"Accordingly," he said, "we prefer to use those stations who are not distorting survey figures, and we shall do so as far as possible."

Admiral Contest

ROSS D. SIRAGUSA, president of the Admiral Corp. has announced a new type of merchandising cooperation in the radio and household appliance field. Distributors' stores will be modernized to stimulate business for retail merchants and develop distinctive characteristics of store appearance. Highlight will be a dealer contest to develop ideas, with prizes being complete store remodeling jobs.

Grove Expands

TO PROMOTE its new product, Defender Multiple Vitamins, Grove Labs., St. Louis has signed for the Sunday 1:55-2 p.m. period on the full Blue Network for 52 weeks starting July 2. Sponsor is undecided as to the format, according to Donahue & Coe, New York, which has been testing for the product through its regular spot schedule for other Grove vitamins.

AMI Continues

AMERICAN MEAT Institute, Chicago, will continue sponsorship of *The Life of Riley*, half-hour dramatic program heard 2-2:30 p.m. Sundays on 157 Blue stations. Agency is Leo Burnett, Chicago.

NO RIVALRY HERE

WIOD, WQAM Join Share Election Returns

RIVAL STATIONS in Miami, WIOD and WQAM, forgot competition May 2 when they joined forces to bring the complete Democratic primary election returns to the public. James LeGate, manager of WIOD, and Fred Mizer, WQAM

manager, engineered the plans. Station staffs worked on statistics and kept a steady flow of returns to announcers. A comptometer operator kept up a running tabulation for both stations.

WQAM furnished its public address system, which was installed in the office of Carl Holmer Jr. Dade county registrar, for use of radio and newsmen, candidates and their workers. WIOD's public address system was installed on the main floor of the Dade County courthouse.

Broadcasting returns are Marvin Burick, WIOD announcer (l), and Harry Muntan, WQAM announcer (r), while Mr. Holmer supplies late information.

DU MONT STATION NOW COMMERCIAL

W2XWV, Du Mont television station in New York, last week went on the air with its new call letters WABD, signifying that it is now out of the experimental class and licensed as a full fledged commercial station.

"It is a change in name only for the present," Sam Cuff, commercial program director, explained. Until the manufacture and sale of television receivers is resumed and there is an audience large enough to interest advertisers, WABD will continue its present policy of cooperating with advertisers and agencies by making its facilities available for their experiments, without charge.

Work on WABD's new studios is well along, Mr. Cuff reported. They will be dedicated with a series of special telecasts during the week of July 10-15. An agency programming service under the direction of Eleanor Balz, formerly of WRGB Schenectady, has been set up.

WOR Sales Boost

WITH RENEWALS for the first quarter of this year breaking all previous records, WOR New York reveals an 8% increase in total sales over the same period of 1943. The record-breaking renewal total, interpreted as a desire on the part of advertisers to retain their time on the air, was 18% over last year's total. Station reports 93 new sales for the same period.

"By the Beard of the Prophet-- WHK worketh miracles!"

Once upon a time, there lived in Bagdad-on-the-Cuyahoga, which is called Cleveland, a sad and unvisited merchant. Trade passed him by. Yet, upon his very street, shop after shop was daily thronged with customers.

Then upon a certain day, the forlorn merchant—disguised as a vendor of lotus buds—mingled with the populace. And in shop after shop, on all lips, he heard a strange and magic word . . . "WHK."

Quoth customers by the score, "Over WHK hath come news of this thing—and, forsooth, I must purchase it!" The disregarded merchant pondered this magic word. At the close of day he bespoke a fellow shopkeeper—

"Tell me, brother, meseemth 'WHK' is a magic spell, a veritable 'Open Sesame!'" And the prosperous merchant replied, "Are you kidding? Listen, Pal—compared with WHK, Aladdin's lamp was strictly from the junk pile. Just peddle your goods over WHK and you'll see why it's RETAILERS' CHOICE IN CLEVELAND!"

Cleveland merchants buy more time over WHK than over any other leading station.

WHK

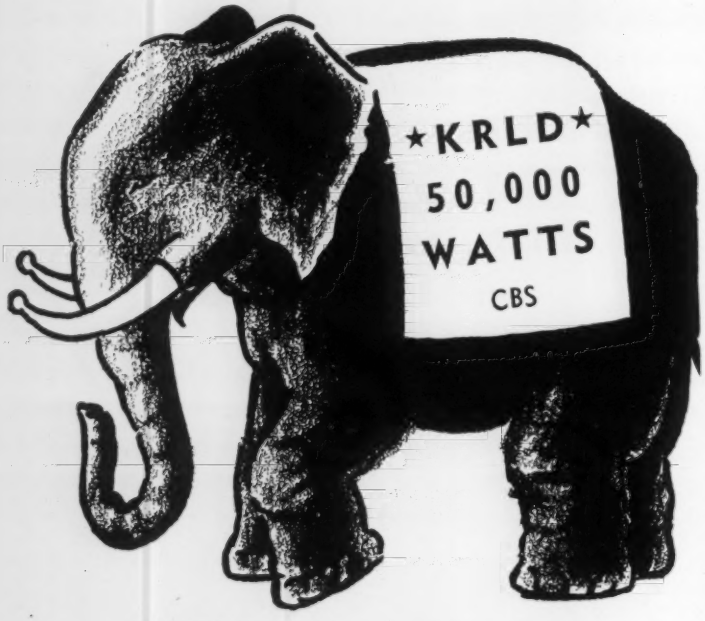
is

RETAILERS' CHOICE IN CLEVELAND

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

BIG?



YOU SAID IT!

KRLD ★ 50,000 WATTS

Serves the Twin Markets of

DALLAS ★ FORT WORTH

KRLD

DALLAS, TEXAS

The Times Herald Station

50 KW ★ 1080 KC.

Represented by THE BRANHAM COMPANY

If at Pancake Turning, You'd Be a Gem, Here's the Way to Join Petrillo's AFM

THE FOLLOWING dissertation on how to join the American Federation of Musicians, was received by BROADCASTING last week from one who signed himself "Anonymous Engineer":

You too can join the American Federation of Musicians. Here are the seven cardinal requirements.

You must be able to perform the following actions.

FIRST: Remove a record from its envelope by grasping the bottom of the envelope with one hand and the record with the other and moving the hands in opposite directions.

SECOND: Holding the record poised above a turntable, align the hole in the record so that it is directly above the small cylindrical projection on the surface of the turntable.

THIRD: Lower the record until it rests upon the surface of the turntable with the hole in in the record completely surrounding the aforementioned small cylindrical projection.

FOURTH: Raise the pickup head from it's support and swing it out over the record in such a manner that the stylus is directly above the first groove in the record.

FIFTH: With the head (the pickup head, not the musician's head) poised in this manner slowly lower it until the stylus rests in the first groove of the record.

SIXTH: Throw the switch. This should start the motor. (If not, run to the control room and holler for an engineer.)

SEVENTH: (This requires the most musical ability.) You must NEVER so much as TOUCH any MUSICAL INSTRUMENT.

If you think you can pass the above test, we would suggest you contact "Caesar" and tell him you want to join. He expects to have any number of jobs for musicians who can pass the above test in the very near future.

INDIANA AER GROUP IS TOLD ABOUT FM

FIRST conference of the newly-organized Indiana chapter, Assn. for Education by radio, was held last Thursday at the Indiana World War Memorial building, Indianapolis, when FM was discussed by William D. Boutwell of the U. S. Office of Education, Washington. Following his address a technicolor motion picture, "Listen—It's FM" was shown.

Organized April 27, the Indiana chapter elected Blanche Young, director of radio activities of the Indianapolis Public Schools, president. Other officers are: Gilbert Williams, director, WBAA West Lafayette, vice-president; Mary Connor, radio coordinator, Broad Ripple High School, secretary; Evelyn Sickels, supervisor of work with children, Central Library, Indianapolis, treasurer.

Executive committee members are: Felix Adams, program director, WISH Indianapolis; H. J. Skornia, director of radio programs, Indiana U.; Eugene VanSickle, VanSickle Radio Supply Co., Indianapolis; Dr. Clarence Morgan, director of radio, Indiana State Teachers' College; Rex Schepp, general manager, WIRE Indianapolis.

Dr. I. eKith Tyler, acting Radio Director of Ohio State U., Columbus, is national president of the AER.

Vick Considering

VICK CHEMICAL Co., New York, is considering half-hour dramatic program on CBS, Sundays at 2 p.m. The time, previously occupied by Lockheed Aircraft Corp.'s *America—Ceiling Unlimited*, which went off the air April 30, was purchased several weeks ago by Vick for one of its products. Starting date has not yet been decided. Agency is Morse International, New York.

WKMO to CBS

WKMO Kokomo, Ind., on May 10 joined CBS as a special supplementary station, available at a base rate of $50 per nighttime hour. Station is operated by Kokomo Broadcasting Corp., on 1,400 kc, with 250 watts.

Take NRDGA Course

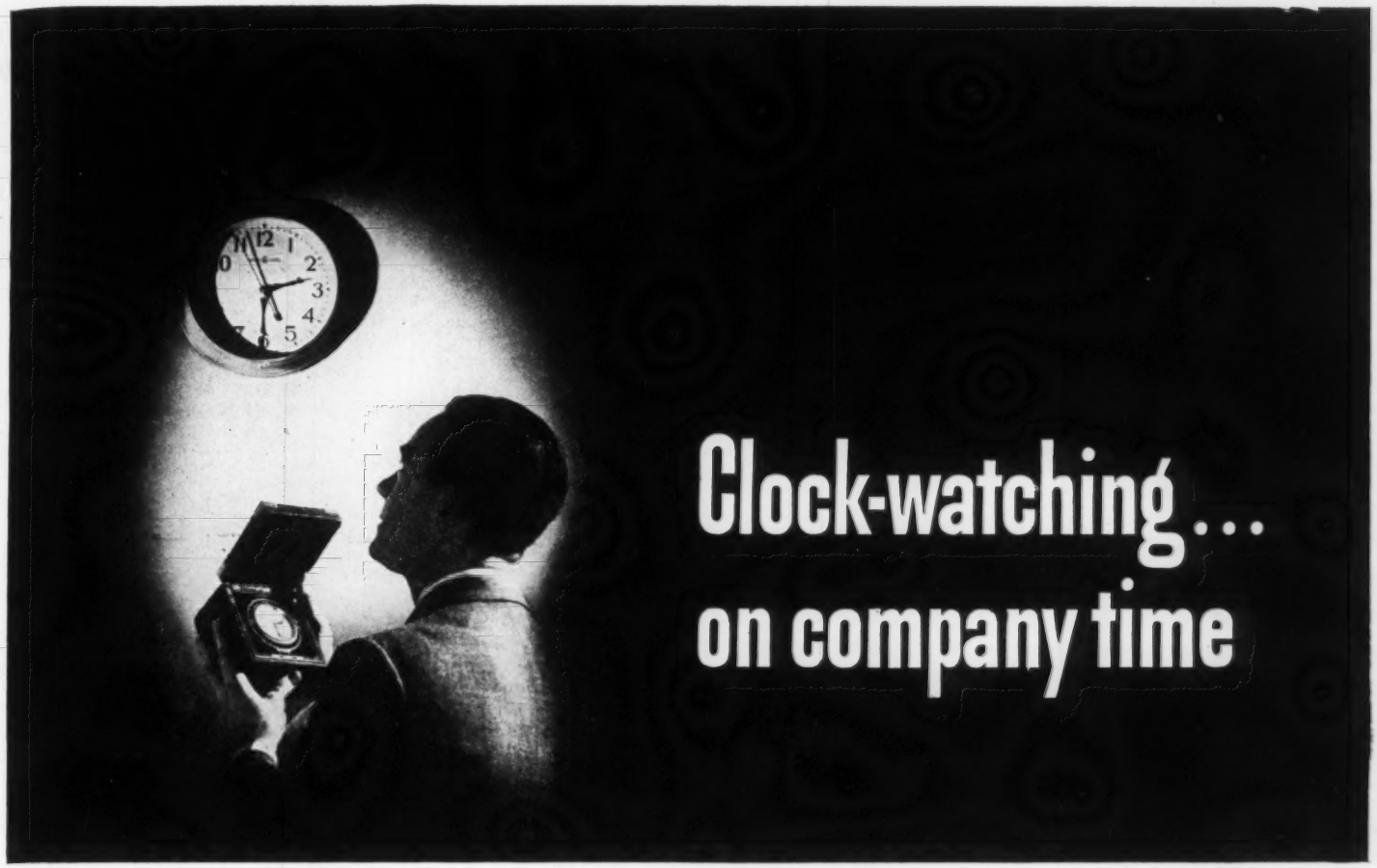
A COURSE in retail advertising in the form of a sales promotion school plan, announced by the National Retail Dry Goods Assn., has been requested by 40 cities which have formed committees comprising representatives of at least one store, one newspaper and one radio station, according to Llewellyn Harries, sales promotion director. Material for the training of inexperienced and uninformed personnel in retail stores in basic elements of radio, newspaper advertising and store display, is being prepared. Set-up for minimum of six sessions cost for cities of less than 50,000 population is $50 and $200 for those over 150,000. School was developed and completed with aid of the NAB, Newspaper Advertising Executives Assn., display managers of leading stores, *New York Times*, *Life Magazine* and mat services.

Lee Radio Elects

AT THE first annual meeting of Lee Radio Inc., owners of KGLO Mason City, Ia., Lee P. Loomis, publisher of the *Mason City Globe Gazette* (Lee Syndicate newspaper), was elected president. Hearst R. Duncan was chosen vice-president; F. C. Eighmey secretary-treasurer and station general manager, and Ray N. Rorick, assistant treasurer. Serving with those officers on the board are W. Earl Hall, managing editor of the *Globe Gazette;* Herbert R. Ohrt, assistant manager of KGLO, and Maj. Ralph Norris. Lee Radio Inc. was organized to effect separation of KGLO from the newspaper [BROADCASTING, April 10]. The Globe Gazette Publishing Co. was organized to take over newspaper holdings. Application for transfer of license to Lee Radio is pending before the FCC.

Benrus Expands

WITH AN EYE toward cementing future consumer relationship, Benrus Watch Co. is expanding its advertising campaign on WCAU Philadelphia and in other centers to be announced later. Agency is J. D. Tarcher & Co., New York.



. . . and paid to do it!

At NBC, keeping a constant eye on the time isn't an office weakness. Far from it! It's an exacting job—a job to be done as conscientiously as any other, because in no other business is split-second accuracy more important.

At NBC there are men who have the task of traveling from studio to studio, in and out of control rooms, faithfully making all the rounds, to look clocks in the face and check their behavior.

Some might think that unnecessary because the hundreds of NBC clocks are electrically synchronized with a master-control system that does not vary more than one-third of a second a day.

But the clock-watcher with his master timepiece is a double check against possible mechanical failure...just one more precaution in avoiding error...just another example of the attention NBC gives to the "little things" that make the big things possible.

★ ★ ★

The accomplishments that have earned NBC its recognition as America's Number One Network are the sums of a multitude of small tasks that get great attention... small tasks which are combined with the efforts of the advertisers and agencies who use its services with the result that NBC is *"the Network Most People Listen to Most."*

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Want Returns Now—and Tomorrow?

Whether you want to increase sales today or build for the future, both are yours for the price of one when you cover the Nashville market via WSIX.

Right now, returns to WSIX advertisers are the greatest in the station's history.

And tomorrow — because Nashville's prosperity is founded on *permanent* agriculture and *permanent* industries —there's another big dividend for those investing their advertising dollars in this area.

The Katy Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS **980 K C**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BROADWAY TURNING TO AIR PROMOTION

ON THE BASIS of tests conducted by Blaine-Thompson Co., New York, over the past year on the use of radio in promoting Broadway plays, six theatrical accounts have made substantial increases in their radio appropriations, according to Marlo Lewis, radio director of the agency.

Increases have been effected over the past two months, following a radio symposium which brought out the fact that radio had done an outstanding job for many Broadway productions using this medium in the past, and that a unified effort should be made to include radio in future advertising. Review conference, attended by theatrical press agents who do the actual timebuying for their shows was called by Blaine-Thompson Co.

Net result has been increased radio budgets, or in other cases first use of radio, amounting in several instances to a radio appropriation representing 50% of the entire allocation, according to the agency. Trend toward radio was prompted by the "success stories" of several accounts, and encouraged to some extent by the shortage of newspaper advertising space.

The six firms are now using from three to five stations (WJZ WOR WMCA WQXR WNEW), with contracts on a "run-of-the-show" or "til forbid" basis. The advertisers are: Select Theatres (Schubert enterprise), for "The Ziegfield Follies"; The Theatre Guild, for "Othello" and "Jacobowsky and the Colonel," and the companies of "Mr. January and Mrs. X"; "Tomorrow the World," and "Angel Street."

Hutton Co. Views Video Future in Market Survey

THE CURRENT ISSUE of *Fortnightly Market and Business Survey*, released by E. F. Hutton & Co., exhaustively analyzes the challenge to investors in the optimistic forecasts for the magic television industry. High cost of over-optimism to the security buyer years ago in air-conditioning, color movies and radio and its relation to television shares today is discussed.

Profits secured by foresight in stocks and an approach to insure participation by the investor in television development and the Hutton Survey attempts to point out in which companies, when and to what extent the benefits of television may be reflected.

Delaware Punch Plans

APPOINTMENT of Grant Adv. Inc., Dallas, and W. V. (Smoke) Ballew & Associates by the Delaware Punch Co. of America, San Antonio, Tex., to merchandise its product in the Latin American market as well as domestically was announced last week by C. T. Abbey, Delaware Punch president. Mr. Abbey's announcement said the move is the first of record in which an agency and a sales organization have been retained to coordinate an effective merchandising plan. Delaware Punch bottlers are located in the Southwest and in South America.

KOMO-KJR Switch

ONLY 39 dialers called KOMO and KJR Seattle when they switched call letters May 6 to inquire about the dial location of the two stations. Promotion prior to the switch was handled by their own facilities along with newspapers and bus cards in Seattle and nearby towns.

Emich WMAM Partner

HOWARD L. EMICH, known professionally as Howard Lewis, has resigned as morning newscaster at WJR Detroit to become part owner and sales manager of WMAM Marinette, Wis. Mr. Emich formerly served as program manager of WMAM and has been active in radio for 12 years. His radio connections included service on the CBS news staff Chicago, as Indiana-Kentucky radio manager of UP, as news and sports announcing at WHBF Rock Island and combination newspaper and radio jobs at Madison and Green Bay, Wis. He attended the U. of Wisconsin and was engaged in Government publicity work for two years.

Ewings Seek Local CP

P. K. EWING Jr., manager of WMIS Natchez, Miss., and his brother, F. C. Ewing, manager of WGRM Greenwood, Miss., May 5 filed with the FCC an application for a new standard local station in Jackson, Miss. Facilities requested for the new outlet are 250 w on 1490 kc, unlimited time. The two brothers each own 3% interest in WMIS in which their father, P. K. Ewing Sr., holds 91% interest and who also individually owns WGRM. The other 3% interest in WMIS is held by M. M. Ewing. Application was filed through Vesey, Wheeler, Poole & Prince, Washington law firm.

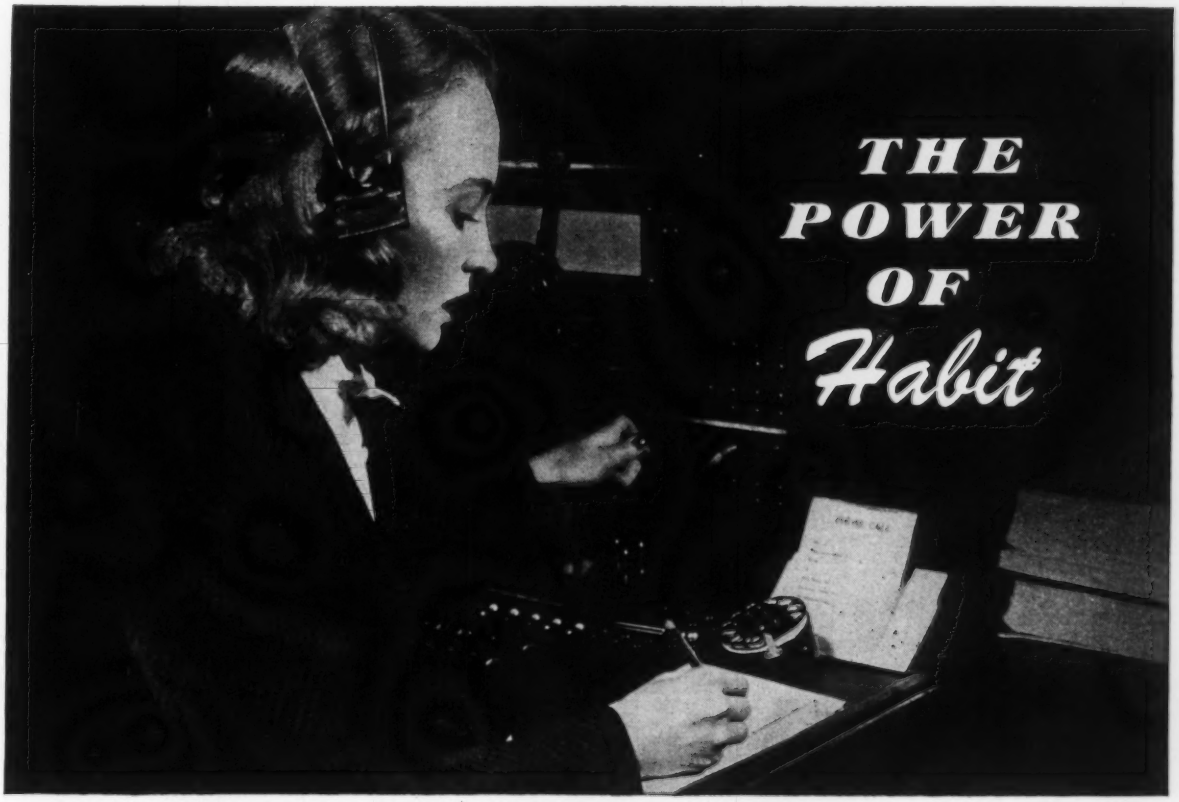
Pa. Net Sponsor

PENNSYLVANIA Network, a regional network in that State utilized for political campaigns keyed from WCAU Philadelphia, is being used for the first time commercially for promotion of RKO's *Days of Glory* movie in series of four half-hour broadcasts. Gil Babbitt, WCAU special events director, is serving as director of the Pennsylvania Network. The station list includes: WCAU WJPA WDAB WHP WMBS WBRE WMRF WAZL WEST WKST WERC WKOK WGBI WRAK WJAC WGAL WJAS WORK WRAW WDEL WWVA.

Kesten Trip Delayed

PLANS of Paul Kesten, executive vice-president of CBS, for a trip to England [BROADCASTING, May 1] have been indefinitely postponed because of the recently imposed travel restrictions.

PHILCO Corp., Philadelphia, will stage its first demonstration of television since the start of the war on May 25 at the Franklin Institute.



An experienced telephone operator handles calls quickly and accurately . . . habit enables her to make and break connections almost automatically.

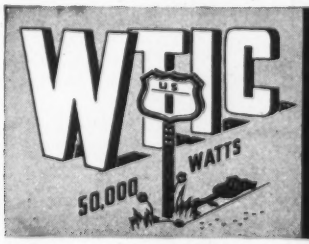
In Southern New England, habit exerts a powerful influence on radio listening. After more than 19 years, the people of this area have come to depend so much on WTIC for fine radio entertainment that they tune to this station's wave length as a matter of course.

This habitual listening is of supreme importance to you national advertisers for it guarantees a constant and attentive audience for your sales message. Coupled with this distinct advantage is the fact that WTIC's listeners possess a buying income 60% in excess of the national average. That means that they're able to BUY what you have to SELL.

SELL them through the medium they respect and trust . . . the powerful and friendly voice of WTIC.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

TIME...For Sale

This company devotes itself exclusively to the sale of radio time and programs. We believe this is a full time job. Our attention is not divided by efforts to sell other advertising media, transcription or engineering services.

By far the largest amount of this time sold is for programs of five minutes and longer. The stations we represent are particularly pleased with this program business in these days of increasing demand for announcement availabilities.

This is further evidence of the success of our policy of doing one thing . . . well.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Dewey's Radio 'It'

LAST FEBRUARY, before the Dewey political star began to twinkle—we stated in these columns:

> It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio romp in 1944.

In that editorial we observed the politicians seemed to have overlooked the importance of "radio presence" in campaigning. We essayed to show, by fact and figure, that FDR, radio perfectionist, had walked away from his Republican opponents in three campaigns because they were radio flops.

While awaiting Republican favor to settle upon a candidate, this publication commissioned Prof. Louis Foley, speech expert of Western Michigan College, to be prepared to analyze the voice of the probable Republican nominee. When things appeared headed Dewey's way—even though not an avowed candidate—Dr. Foley followed through.

He finds Dewey the Republican millenium. "Not since radio became a first-class medium for political campaigning has there been a Republican leader who approached Dewey's calibre as a broadcaster", he asserts. Of Dewey's voice, he says: "Considered all around, it represents about the best vocal equipment displayed on the air by any political leader in this country in recent years".

Unless all signs of the political zodiac go askew, it looks like Roosevelt, the microphone master, versus Dewey, blessed with radio "it", in November. From July until election day, political preference aside, Mr. & Mrs. Joe D. Voter, will be regaled with the most delectable siege of unexcelled radio oratory ever.

Jimmy's Inside Job

IN HIS effort to make radio a subsidiary of his musicians' union, Jimmy Petrillo has gone to amazing extremes. His drive to make all "platter-turners" AFM members, and thereby snatch program control of all independent stations appeared well along the road to victory—until the facts became known. Now Jimmy is battling not only radio but contemporary unions in a neat jurisdictional dispute.

The National Assn. of Broadcast Engineers & Technicians isn't disposed to take the Petrillo edict lying down. It already has served notice it will call a strike next month, in the event NBC, Blue and Mutual carry out their contract to unionize pancake turners at their key stations. And IBEW members likewise aren't very happy about the deal.

The whole thing is another Petrillo "make-work" invention which he doesn't even try to defend.

The NAB board of directors acted wisely in urging all stations to resist this latest Petrillo onslaught. To Cal Smith, operator of KFAC, Los Angeles independent, goes credit for bringing the fight into the open.

Perhaps Jimmy won't be able to flim-flam fellow unionists in the way he has radio.

Durr's Slurs

SLUGGING radio as "big business" has become a sort of political industry by the radical fringe, who choose to call themselves "liberals". Hackneyed lines about advertiser-domination of news and commentaries, nighttime power monopolies and vanishing sustainings are talked about under the general head of "free radio."

Commissioner C. J. Durr, of the FCC, is the latest crusader. He hasn't talked often but his remarks have been all in the same general vein. A week ago he addressed the 15th Institute for Education by Radio in Columbus.

A few days later, in addressing the Greater Cleveland Radio Council, he again whaled away at commercial radio, with snide innuendoes that could only be interpreted as indicating support of Government-operated radio.

Mr. Durr began by giving lip service to advertising as a "sound" feature of American radio, and from there on lambasted advertising as choking off radio's freedom. It was an anti-commercial speech. It carried the theme that it's a sin to make money.

Mr. Durr drew the usual analogy between radio and the newspaper. Advertising "sponsorship" of news columns, editorial pages, etc., he said, wouldn't be regarded as conducive to freedom of the press. Therefore, he concluded, advertising sponsorship of radio freedoms of a similar type isn't conducive to freedom of the air.

We wonder what Mr. Durr calls display ads appearing in newspapers alongside press association dispatches or signed columns and commentaries. The telegraphic news is produced by the same press associations who supply radio.

Are *Information Please*, or the *Metropolitan Opera*, or *Report to the Nation* any less informative or entertaining because they are sponsored? Would *Town Meeting of the Air* be anything other than *Town Meeting* if General Motors or Bromo-Seltzer paid the bill?

Mr. Durr told his educator-broadcaster audience that the affiliated stations of the four networks utilize "about 95% of the nighttime broadcasting power"—a startling revelation if it hadn't been used so often and if the answer wasn't so obvious. To use Mr. Durr's newspaper comparison, we imagine that in better than 95% of the nation's daily newspaper circulation and an equivalent amount of the newsprint so consumed are carried the wire dispatches of the three press associations —AP, UP and INS. All those newspapers save one—the redoubtable *PM* in New York—carry advertising to pay the freight. And Mr. Durr himself brought out that there are "30-odd non-profit stations". He made the rather startling deduction that all other broadcasters are in business to "make money and they make money by selling time."

Mr. Durr, as an American citizen, is free to express his own views. But they are his own and not those of a constituency. He holds political appointive office, not elective office. His task is to participate as one of seven men in the regulation of radio and communications, within limits prescribed by the statutes. These gratuitous slurs and attacks upon commercial radio and programs do not appear to fall within his official province. We haven't heard members of the Interstate Commerce Commission attack the railroads, for example.

Our Respects To —

WALTER RANSOM GAIL BAKER

PHYSICIST, administrator, practical scientist, Dr. W. R. G. Baker, vice-president of General Electric, is concerned especially with "that bright new word of the future", electronics. It is his job to translate the pure, abstract science with which he works into terms of practical use in the world of today. And in this, he is an expert.

An example is the way in which he has handled the Herculean task of probing and planning an orderly allocation of wavelengths in his position as chairman of the Radio Technical Planning Board. Before the miracle of electronics in communications can become a part of the post-war way of life, there must be charting of the airways for optimum results. It is more than a fulltime job, but to the ubiquitous Dr. Baker it is but another important assignment in line of duty.

His first contact with the phenomena of energy was at the trouble board of the Hudson River Telephone Co. in Schenectady.

"Why do you flip all those switches to find the trouble?", the young Baker asked a repairman one day.

"That's what the books tell you to do," answered the man, dismissing the subject.

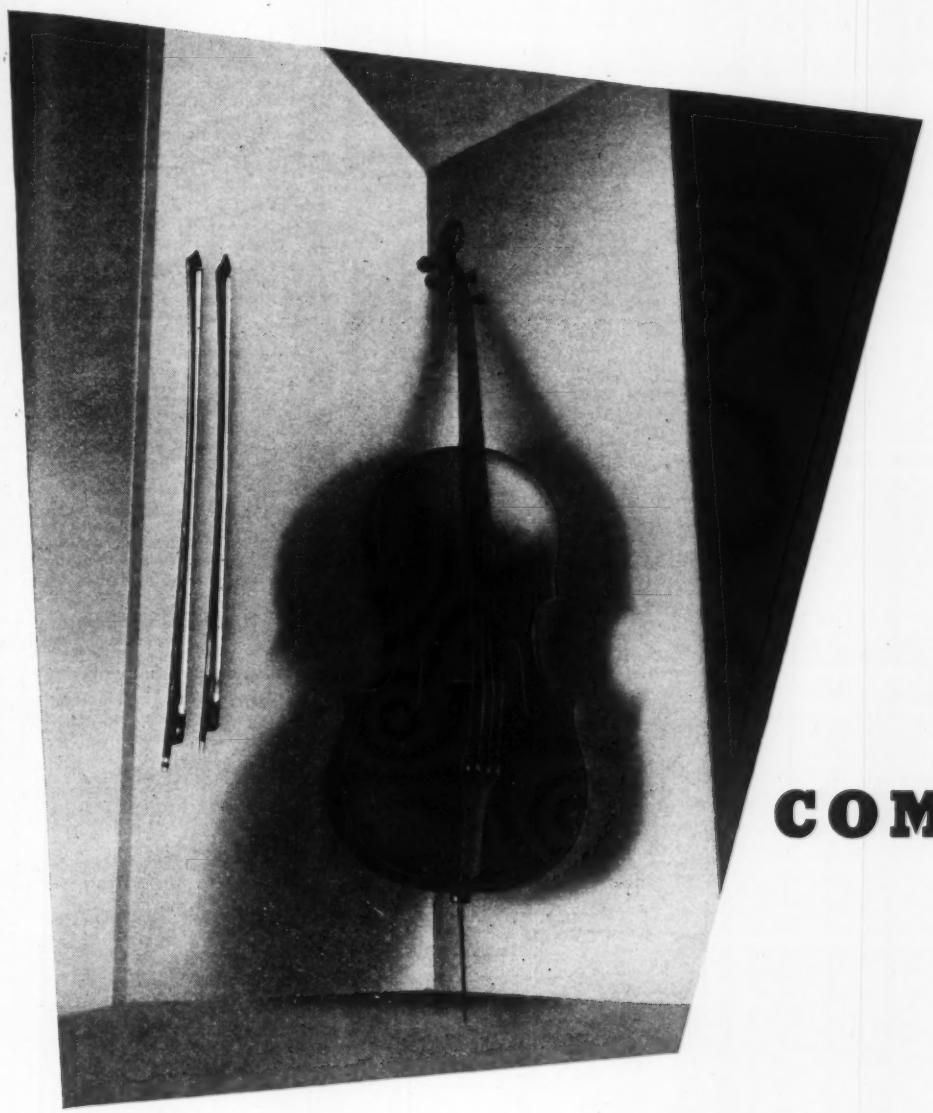
"But . . . why?" And there was no answer.

So Walter Baker decided to find out. He searched the city library for the answer and found it. And reading further, he saw there were questions that as yet had no answer. Stimulated with the possibilities of an energy so available, yet so little understood, he began to read more books, and learn more of what a few pioneers of the time were doing to harness this tremendous power.

Walter Baker advanced in the Telephone Co. And realizing that there was still more to learn, he enrolled at Union College, Schenectady, for the engineering course. By working—and studying as he worked—at night and attending class in the daytime, he was able to earn his Bachelor of Science degree in electrical engineering in 1916. Since that time, he has received his Master's degree and the honorary degree of Doctor of Science from Union College. Several months ago, Dr. Baker was elected a member of the College's Board of Trustees.

Shortly after young Baker's graduation from Union, a General Electric engineer named C. A. Hoxie had just completed his photographic wireless receiver, and was later to aid in developing the first talking motion picture. Baker knew about Hoxie's prog-

(Continued on page 26)



case of the COMFORTABLE CELLO

Musical instruments are treated like prima donnas at Milwaukee's Radio City, home of WMFM, The Milwaukee Journal FM station.

That cello, for example, is reposing in a special air conditioned locker which is maintained at constant temperature and humidity. Because of such care, it will live a longer life and play a sweeter tune.

That sweeter tune will be played to an eager audience . . . an audience that looks to WMFM for *distinctive, quality programs, keyed to the wants and needs of the community.*

WMFM carries a variety of programs, appealing to all of its listeners. News, dramatic programs, variety shows, popular and classic music. All mold together forming a schedule that has won a loyal listenership from a discriminating audience.

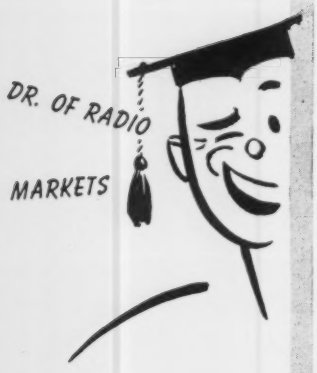
• • •

Whenever you make plans for FM broadcasting, or for reaching the Wisconsin market, remember the call letters WMFM . . . Milwaukee, one of America's outstanding FM stations.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network



Smart Time Buyers

Always Pick Winners

. . . and are first to admit that in Denver, the nation's *first* test market, KOA is first in:

Power (50,000 Watts)

NBC Programs (9 out of Top 10)

Coverage (Parts of 7 states)

* **Listener Loyalty** (69%)

** **Dealer Preference** (68.8%)

Few Stations in the Nation Can Equal KOA's Dominance!

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(Continued from page 40)

ress in electronics and when he was offered a position with General Electric, he accepted immediately, going to work in the General Engineering Laboratory of GE, experimenting on radio circuits employing the newly-developed high-vacuum tubes. That was 1917.

During the last war, Dr. Baker worked with the Army and the Navy in the use of radio for submarines, warships and airplanes. In this period, he applied the water-cooled high-power vacuum tube to radio use, and through his efforts was developed the first high-power broadcasting transmitter, WGY.

The work Dr. Baker carried on in the early twenties earned for him the title "one of the country's leading radio pioneers". He saw the possibilities of short-wave for distance transmission, and was greatly responsible for the development of the short-wave equipment used for trans-oceanic communication by the Radio Corporation of America. He did much of the early experimenting with high-power transmission at WGY, and supervised the pioneering progress of the GE station.

A Practical Scientist

From managing engineer of GE's Radio Dept. at Schenectady, in 1930, he moved to RCA Camden, together with a large part of the radio staff. He became successively vice-president in charge of engineering, vice-president in charge of engineering and manufacturing, and finally, vice-president and general manager. In 1935, he returned to GE as managing engineer. Later he became manager, and now, vice-president in charge of electronics.

With a mind as dynamic as the electronics with which he works, Dr. Baker is the rare combination of scientist and administrator. He thinks of science not in the abstract but in terms of people, in terms of human progress and enlightenment. A complete internationalist, he feels that broadcasting is the greatest power in the world today for international understanding.

"In the last war, Wilson had the same ideals we have now, but not the means to communicate them successfully," Dr. Baker feels. "In one Fireside Chat, Mr. Roosevelt can reach more millions than Wilson in all his travels. People now are prepared to accept the plans of the leaders, because they have been conditioned to them through broadcasting."

The tremendous influence of electronics on the post-war world as Dr. Baker sees it, is a little breath-taking. "When you consider the potentiality of radio as combined with television—one picture worth 10,000 words—there is no estimating where it will lead." He believes that "Television will create as revolutionary a change in the world as the invention of the printing press."

However, he reminds that it took broadcasting until about 1924 to come of age—many years after it was a working medium of communication. The same is apt to apply to television, he says. But when it does come, Dr. Baker sees a highly perfected, clear picture, undistorted by flicker or streak. As yet, it cannot be transmitted internationally.

"But," he adds characteristically, "a way will be found."

Sees FM Progress

Dr. Baker thinks FM will be the post-war industry for jobs. He points out that FM can use existing telephone wires, and sees in it a "great art that means tremendous progress to the industry."

The industry is his favorite topic next to electronics. With all his knowledge and experience, he sublimates himself to the power of the complete broadcasting field, which he feels is bigger than any one man in it.

It was with this in mind that he helped found the Radio Technical Planning Board, a group whose end result, he believes, should be the submission to the proper governmental agencies of a plan incorporating the recommendations of the industry on all pertinent technical matters.

"We want to present to the [Federal Communications] Commission a clear-cut definite plan of what the industry wants. If we can do it intelligently, we will in all probability get just what we want. RTPB has to be the clearing house, and for successful results, there must be cooperation within the industry."

Although "the industry" is the real hobby of Dr. Baker, occasionally he does play a game of golf—"but I don't brag about it"—at the Mohawk Golf Club in Schenectady. He is also a member of the Century Club of Syracuse and Sigma Psi, scientific honorary fraternity.

In 1935 his travels took him to South America where he studied the markets. "That is the country for a young man under 25 if he wants to make something of himself," says Dr. Baker.

Brief vital statistics include the fact that he was born on Nov. 30, 1892 in Lockport, New York, and several years later married the former Naomi Longdyke.

With a scientist's vision of things to come, Dr. Baker feels that "in the next 15 - 30 - or 40 years the changes in our way of living will be phenomenal." And in the future as before, Dr. Baker will doubtless be responsible for many of them.

Personal NOTES

CHARLES E. MORIN, representing CBS Pacific network in New York for the past 10 months, has assumed his new post of Pacific Coast sales manager of the network with headquarters in Hollywood. He succeeds George L. Moskovics, transferred to the New York office of Radio Sales Division of CBS [BROADCASTING, April 3].

ROBERT R. SOMERVILLE, formerly with CBS sales division, has joined MBS as assistant to Edward W. Wood Jr., Mutual's general sales manager.

DR. GEORGE R. TOWN has been named manager of research and engineering of Stromberg-Carlson Co., Rochester. He has represented Stromberg-Carlson on various television standardization committees of the National Television System Committee and the Radio Technical Planning Board.

H. J. QUILLIAM, manager of KIRO Seattle, and J. F. Hiddleston, KIRO local salesmanager, have been named members of the Victory Square Committee in charge of Wednesday programs to promote War Bond sales.

W. J. McEDWARDS, NBC Chicago account executive, is the father of a boy.

WILMER SARGENT CLARK, formerly with the Burn-Smith Co., New York, has joined the New York staff of the Howard H. Wilson Co., Chicago, station representatives. Mr. Clark has been in sales and sales promotion with stations, agencies and representative organizations since 1930.

RAYMOND COLLINS, technical supervisor of WFAA-KGKO Dallas, and Velma Boyce, secretary to Martin Campbell, managing director of WFAA-KGKO, were married May 6. Mr. Collins, with WFAA since 1930, has been technical supervisor for ten years and for the past year has been on loan to the Radio Research Laboratories at Harvard. He now is on overseas assignment for several months.

JAMES J. McGUINN, Chicago correspondent for BROADCASTING since June 1943, has resigned because of imminent military service. Florence Small, formerly of the Chicago bureau and now at Washington headquarters, has been transferred to Chicago. Isabel Taylor continues in the Chicago bureau.

DR. JAMES ROWLAND ANGELL, public service counsellor of NBC, was feted last Monday by a surprize dinner party given by his associates at NBC in honor of his 75th birthday.

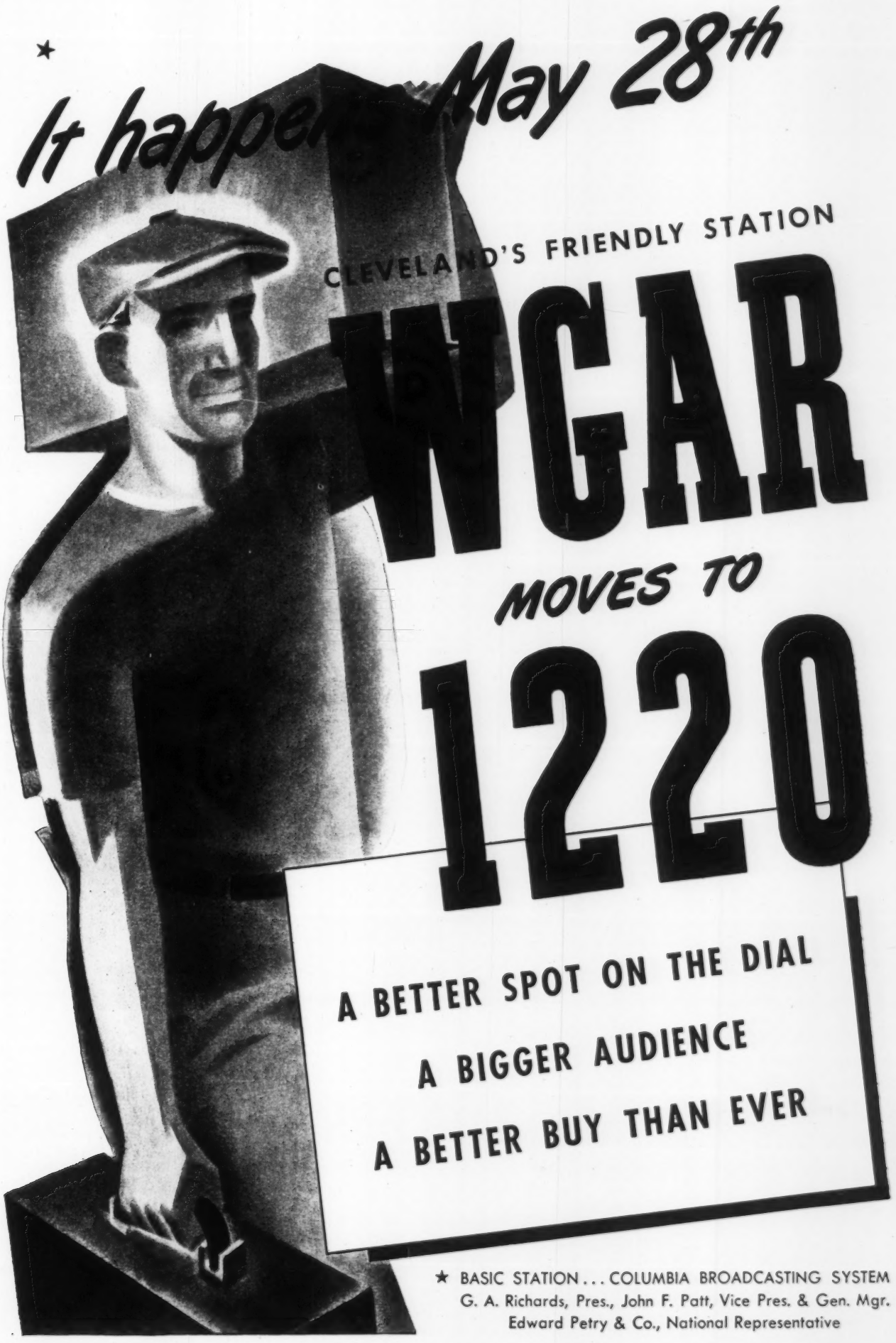
ROBERT HUDSON, former secretary to Commissioner Ray C. Wakefield of the FCC, has been named secretary to Chairman James Lawrence Fly, succeeding Norman F. Jorgensen, who is to enter military service.

GEORGE ARNOTT, former commmercial manager of CKX Brandon, has joined the sales staff of Stovin & Right, Toronto, station representative.

DONALD HALL, who has done agency and sales work, has been added to the sales staff of KSFO San Francisco.

JONATHON SNOW, formerly in the sales promotion department of the *Deseret News*, Salt Lake City, has joined the sales promotion staff of WBBM Chicago.

CHARLES O. DABNEY, WBBM Chicago sales service manager, has joined the WBBM sales department as account executive. Replacing Mr. Dabney as sales service manager is Dorothy De Muth, formerly his assistant.



★ BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres., John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., National Representative

BEHIND the MIKE

JOHN W. VANDERCOOK, NBC newscaster and correspondent, has arrived in Algiers to cover the Italian campaign. He is slated to go to England shortly to join NBC's invasion team in London.

HARRY McILVANE, veteran announcer of WCAU Philadelphia, has been promoted to daytime manager. He succeeds Carl Owen, who becomes a commercial announcer, taking the place of Taylor Grant, who left to join WHN New York.

DORATHEA A. HASSLER, former assistant promotion director of WKNE Keene, N. H., joins WPEN Philadelphia June 1 as director of publicity and promotion. She succeeds Rhoda Otis, resigned.

BESSE HOWARD, women's news commentator of KYW Philadelphia, has joined WCAU Philadelphia.

JOHN J. KELLY, former news and publicity director of KYW Philadelphia, now completing boot training as a Marine, is the father of a boy.

ROBERT HECKERT has joined the staff of KYW Philadelphia as news analyst and commentator.

PAUL KINGSLEY, formerly of KPAS Pasadena, Cal., has been added to the news staff of WIBG Philadelphia.

CLELAH HICKMAN, formerly with the editorial department of the *Memphis Press-Scimitar*, has been added to the staff of WMPS Memphis, as a news editor.

WILLIAM SPIER, formerly executive producer of KNX-CBS Hollywood, has signed a term contract with M-G-M as producer.

MARION ANNENBERG, former promotion manager of WCAE Pittsburgh, is now sales promotion manager of *Popular Science* magazine, New York.

ROBERT S. AYERS, honorably discharged from the Army, has been added to WOR New York promotion department. He previously was an investment analyst for Dobbs & Co. and also served as vice-president of Arathron Inc.

Arctic Hardships

MAJ. WILLIAM L. THOMAS, former program director of WWVA Wheeling, W. Va., has graduated from a most unusual legal school, conducted in an Arctic Quonset hut reveted below the ground, far from his previous balmy habitat. Maj. Thomas and his classmates had to make their way through snowdrifts and deep Aleutian mud to reach their unique classes.

CHARLES B. H. VAILL, until recently director of the Yale U. news bureau, and former reporter for the *Hartford Times* and *Hartford Courant*, has been named audience promotion manager of WEAF New York.

MELVILLE H. SWANTON, former personnel manager of Canol Project, Alaska, has been appointed western division night traffic supervisor of the Blue, with headquarters in Hollywood.

NCBS Names Weber

GEORGE W. WEBER, Iowa radio production man, has been named to the staff of the North Central Broadcasting System and the Iowa Tall Corn Network, according to a joint announcement last week by John W. Boler, president of NCBS, and Earl Peak, chairman of the executive committee of ITCN. Mr. Weber's office will be in the Shops Bldg., Des Moines. Mr. Weber will represent the Iowa Tall Corn Network in Des Moines, Omaka, Kansas City and St. Louis.

TOM NOONE, announcer of KFI-KECA Los Angeles, and Marjorie Hirst, of the stations' secretarial staff, were married in Santa Barbara, Cal., on April 29. Mr. Noone reported for Navy duty May 8.

GORDON INGLIS, formerly of CFAC Calgary and CJCA Edmonton, has joined the announcing staff of CBR Vancouver.

LES HARTING, former announcer of CKGB Timmins, now in the Royal Canadian Air Force, is stationed at Halifax.

TED EARL, former continuity writer of CKGB Timmins, is now overseas in the Royal Canadian Navy.

MIRNA STURGESS, former traffic manager of CJKL Kirkland Lake, has been transferred to the Toronto office of National Broadcast Sales.

DON FITZGERALD, writer-producer, and Bill Cornell, announcer, are new additions to the staff of the Don Lee Broadcasting System. Tony La Frano, former announcer, has been appointed Don Lee program manager.

MARK FINLEY, former publicity director of KHJ Hollywood and Don Lee Broadcasting System, now with the U. S. Army in England, has been promoted to a major.

HELEN KING, radio editor of the *Buffalo Evening News* and publicity director of WBEN Buffalo, has resigned to return to New York.

MELVIN FRITZE, announcer, has been added to the staff of KROW Oakland, Cal.

BILL HENRY, CBS Washington news analyst, and Phil Newsom, editor of the UP Radio News Service, New York, will serve as judges on the annual awards committee of the National Headliners' Club to award achievement plaques at the annual frolic in Atlantic City next month.

ED KIHN, new to radio, has been added to the announcing staff of KSAL Salina, Kan.

BOB REDEEN has rejoined the staff of KYSM Mankato, Minn. as news editor. He has been announcing at KMBC Kansas City and KDYL Salt Lake City.

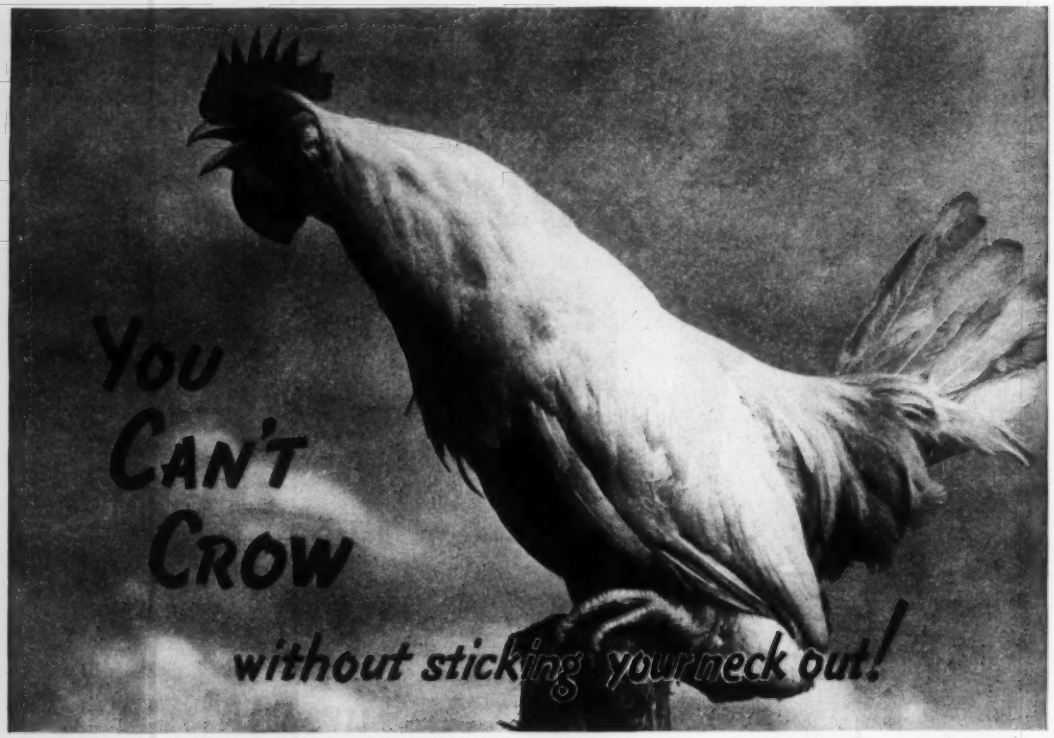
BOB GARDINER, with a medical discharge from the army, has returned to KYSM Mankato, Minn. as announcer.

ART TURNBULL has joined the announcing staff of CKLW Windsor-Detroit.

CLARENCE C. MOORE, program director of KOA Denver, will conduct a summer session radio course at the Denver U. School of Speech beginning June 19.

PETER B. WHITTALL has been named farm broadcast commentator for the Prairie Division of the Canadian Broadcasting Corp., Winnipeg, succeeding Hugh Boyd, resigned. Mr. Whittall has been with the CBC since September 1942.

C. M. WARD Jr., continuity editor of WWNC Asheville, leaves May 20th to enter the armed services.

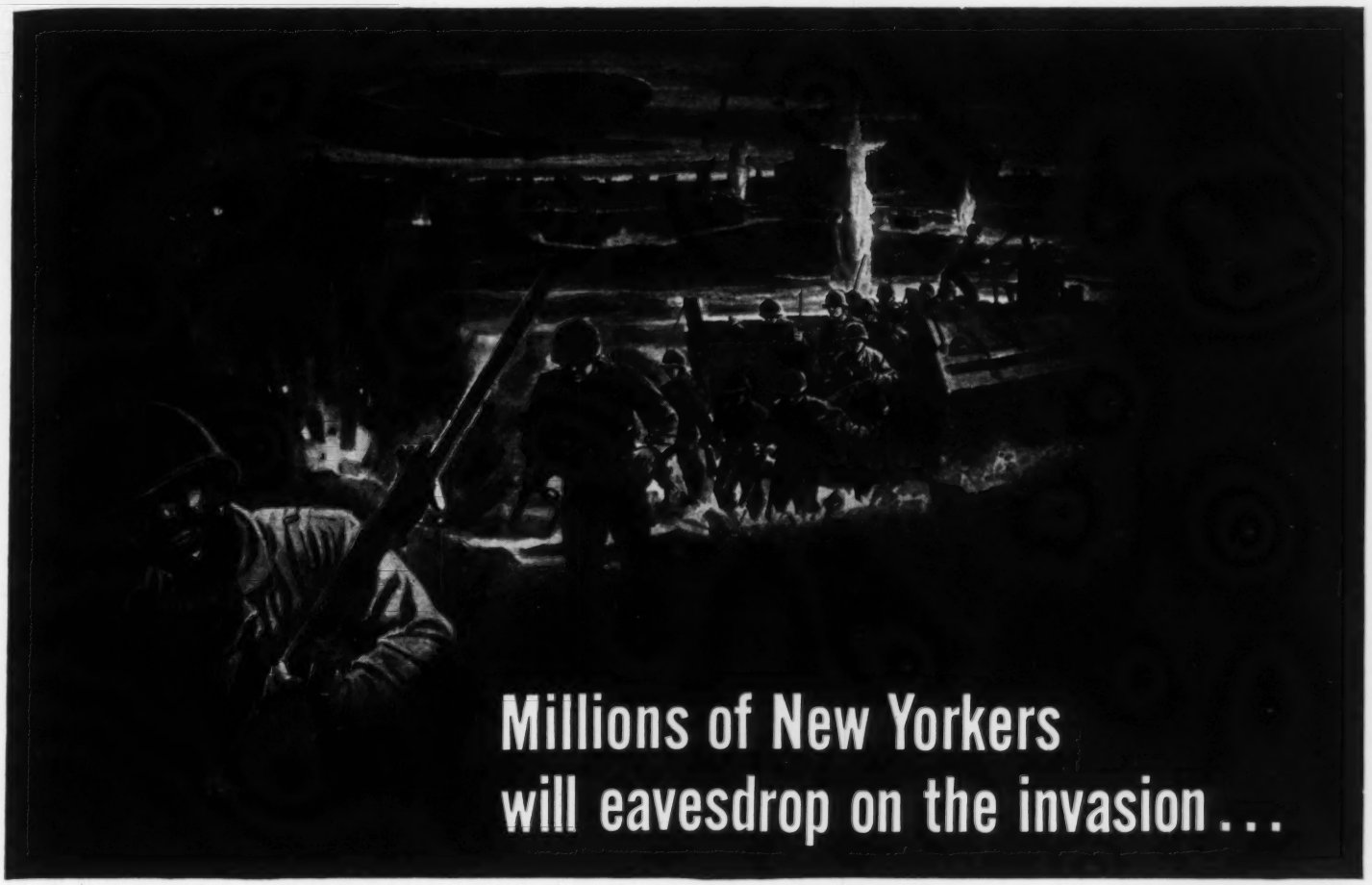


When it comes to crowing about RESULTS that WIBW advertisers get, we're not sticking our necks out. We're talking FACTS—like these:

- *"WIBW's inquiry cost was 8c. Stations X, Y, and Z (all 50,000 watts) were 66c, 48c and 23c respectively."*
- *". . . getting more good from WIBW than anything we have ever used before . . . inquiries turning into a terrifically high percentage of sales."*
- *"WIBW led all stations with lowest inquiry cost and was second in total inquiries."*
- *"It's a pleasure to work with a station that offers such intelligent cooperation."*

Purely on a basis of day-in-and-day-out RESULTS in Kansas and adjoining states, WIBW belongs on your list. Let us make still another "success story" out of *your* next campaign.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



Millions of New Yorkers will eavesdrop on the invasion...

...thanks to WEAF!

"If, as and when" may be a non-committal trinity of words, but there's nothing non-committal about NBC's foresighted preparations for reporting a major military invasion of Europe—if, as and when it occurs!

Then millions of New Yorkers will hear first-hand reports by direct short wave over their favorite news station WEAF. As NBC's key station, WEAF commands the personnel and resources of a vast news-gathering organization detailed to cover the invasion.

That's why WEAF stands to gain an enormous increase in its large, established newscast audience—countless New York listeners who have come to depend upon such topflight WEAF reporters, analysts and commentators as Lowell Thomas, H. V. Kaltenborn, Robert St. John, Don Hollenbeck, John W. Vandercook, Lyle Van, Richard Harkness, Charles McCarthy, Don Goddard, Elmer Peterson and a notable line-up of foreign correspondents spotted on strategic fronts around the world.

More than ever before, New Yorkers are keeping their ears cocked to WEAF for last-minute news around the clock. Advertisers can make an effective sales approach to this enormous, ready-made audience with some of these WEAF news programs (still open for sponsorship at press time):

"WEAF NEWS"
6:30-6:35 AM, Daily except Sunday.

"WEAF NEWS"..7:00-7:05 AM, Mon. thru Sat.

"WORLD NEWS ROUND-UP"
8:00-8:15 AM, Mon. thru Sat.

"MORGAN BEATTY NEWSCAST"
1:45-2:00 PM, Mon. thru Fri.

"HARKNESS OF WASHINGTON"
11:15-11:30 PM, Available Tues. and Thurs.

"WEAF MIDNIGHT NEWS"
12:00-12:05 AM, Daily except Wed.

"WEAF NEWS"..9:55-10:00 AM, Sunday only.

For complete facts, get in touch with your nearest NBC Spot Sales office.

WEAF NEW YORK—NBC's Key Station
660 on your dial—50,000 watts

A Service of Radio Corporation of America

The Story of a Local Store That Made Good in an Un-local Way

Here is a story of a local store that made good in an un-local way. It's the Morris B. Sachs clothing store and it's doing business at its stand some 10 miles from Chicago's loop. So what do they do!

Since 1934, Morris B. Sachs has been sponsoring an Amateur Hour over WENR.

And once again this station (often misnamed merely a "Chicago" station) proves how it has tentacles that reach out far from the Loop —not only ten miles as in the case of Morris B. Sachs, but to the upper reaches of Wisconsin and well down into Indiana.

So powerful is its voice and its results that Morris B. Sachs' store has used no other advertising medium since 1934.

Details of this one operation—and dozens more like it are yours for the asking—details that will prove to you in no uncertain terms that WENR gets results—not only in Chicago, not only in Cook County, Illinois, but in no less than four states—in no less than One-Tenth of the Nation.

It's yours for the broadcasting!

ONE STORE...BUT IT TELLS TO THE FOLK OF ...

ONE-TENTH OF THE NATION...over WENR

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

CHARLES PAUL, new to radio, has joined KSFO San Francisco as announcer.

LEWIS HAYDEN, new to radio, is a new member of the program staff of KSFO San Francisco.

CHARLES SHORTRIDGE, formerly of KHUB Watsonville, is now with KSFO San Francisco as announcer-producer.

LESLIE RADDATZ of NBC Hollywood publicity staff is the father of a girl.

DONALD ROSS, formerly USO Los Angeles promotion and publicity director, has joined the KFWB Hollywood publicity staff.

DON WILSON resigned May 15 as staff announcer of WSAU Wausau, Wis., to enter the radio advertising field.

BOB FREY, promotion manager of WSAU Wausau, Wis., entered the Army on May 13.

BOB LEE, program director and announcer at WALL Middletown, N. Y., is the father of a boy.

RUPE WERLING, WIBG Philadelphia production manager, will teach a course in radio writing and production at the Bessie V. Hicks school during the summer.

WEBLEY EDWARDS, CBS war correspondent covering the Central Pacific, has returned to his Hawaii headquarters following New York conferences on war news coverage with Paul White, network director of public affairs.

GEORGE H. (Pat) HILL, former ESSO reporter of WBEN Buffalo, now serving with the Army Air Forces in England, has been promoted to sergeant.

DOUG MONTELL, former sportcaster for Tide Water Associated Oil Co., and now a captain in the Marines, has been transferred to Quantico Marine Base.

CLIFFORD J. RIAN, newscaster at WTCN St. Paul, has been named news editor in addition to his duties as promotion manager.

Edwards Deferred

RALPH EDWARDS, m.c. of NBC's *Truth or Consequences*, Saturdays 8:30 p.m., has been placed in the over 26, was supporting occupational category and his draft board notified him it doesnt expect to call him for several months. Harry Von Zell, who was chosen over 93 contestants for replacing Mr. Edwards, has left the program, on which he has been sharing the m.c. job, but will remain in readiness to take over if and when Mr. Edwards is again called for induction.

Dunniger to Tour

RALPH DUNNINGER, mental telepathist, takes his Blue Network program for Kem-Tone on a War Bond tour, starting June 7 with a broadcast from Halloran Hospital, Staten Island. He will broadcast from Washington June 14, Chicago June 21 and Cleveland June 28.

Mark Smith

MARK SMITH, 57, New York actor, a founder of the American Federation of Radio Artists, died last Tuesday at his home in New York after an illness of about a year. Mr. Smith was first president of the New York local of AFRA and served for three years on the Union's national board, taking an active part in AFRA's early negotiations with broadcasters and other employers of radio talent.

Jonquils from Georgia... to WGY

(major station in eastern and central New York and western New England)

Moved from Ballston Spa, New York, to Eatonton, Georgia, Mrs. S. writes that she is still a loyal WGY listener, sent jonquils from her garden for WGY's 22nd birthday.

WGY ENGINEERS don't guarantee a steady signal in Eatonton, Georgia, nor do they claim it for the thousands of other far-away places where people like Mrs. S. frequently tune to WGY for their radio entertainment. All this "extra-area" drawing power merely indicates the tremendous pull WGY gives you, closer home, in its own *primary* and *secondary* areas.

In this essential 1 3/4-billion-dollar market in the heart of the great Northeast there are 1,045,717 radio families. And WGY is the ONLY station that can combine the market into ONE coverage area.

MORE people in this valuable region, popularly known as the "Hudson Circle," stay tuned to WGY than to all other stations throughout the vast territory combined.

50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales

WGY

GENERAL ELECTRIC

WGY-176

SCHENECTADY, N. Y.

Daytime IS Our Time —in Memphis

C. E. HOOPER—Memphis Audience Measurements—February and March, '44

	Station "B"	WMPS	Station "C"	Station "D"
Morning Index 8:00 - 12:00 A.M.	20.4	29.6	21.0	28.4
Afternoon Index 12:00 - 6:00 P.M.	16.5	20.4	43.2	19.5

ON WMPS

A quick glance at the latest C. E. Hooper survey proves that in Memphis WMPS not only has the "top o' the mornin'," but a good hunk of the afternoon as well!

Without a doubt your daytime dollars are best spent in Memphis on WMPS—and yet our rates continue amazingly low. You buy daytime supremacy at the most advantageous rates when you buy WMPS.

"THIS IS THE Blue NETWORK"

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.

WMPS

THE MEMPHIS NEWS STATION

Affiliated with

THE MEMPHIS PRESS-SCIMITAR

REPRESENTED BY SPOT SALES

Merchandising & Promotion

NBC Handbook—Matches—A & P Promotion Scoreboard—Window Studio—Folders

COLLECTION of reprints from past issues of BROADCASTING magazine relating to the use of radio by retailers has been prepared by the broadcast advertising department of the NAB for distribution to managers and commercial managers of NAB affiliated stations. Compiled by Lewis H. Avery, NAB director of broadcast advertising, the folder contains a letter which querries whether or not radio will get its rightful share of the greatly expanded retail advertising foreseen in the post-war period, also pointing out and quoting advertising dollar advances made so far.

* * *

NBC Handbook

HANDBOOK of promotion and publicity for *The Weird Circle*, mystery series of transcribed programs issued by NBC Radio Recording Division, has been sent by NBC to stations carrying the series. Book describes advance recorded announcements, newspaper publicity material and advertising copy and mats, counter cards, window streamers and other display material obtainable to promote the programs. Also given are suggestions for tie-ins with bookstores, libraries, motion pictures houses and other means of reaching mystery fans who should be especially interested in the programs.

* * *

Matches

DRUGSTORES, smoke shops, and other outlets featuring smoking accessories in the middle Iowa territory are distributing 2,000,000 KRNT Des Moines match booklets, telling the story of KRNT's complete local news service in the area served by the Cowles CBS station. The folders are royal blue in color with copy printed in red and white, and carry the theme, "Right now, news is happening. Get it first on KRNT, 1350 kc." Inside cover lists the eight local daily newscasts, mention national commentators.

* * *

A & P Promotion

EXTENSIVE store promotion has been undertaken by the Atlantic & Pacific Tea Co. to tie-in with its first radio venture on WFIL Philadelphia with sponsorship of a daily news program. Promotion includes window signs in all A & P food stores and super-markets in the area, 500 counter display cards and 50,000 fillers for customer distribution. A & P in addition features the program in all of its press advertising and in dash cards on the city's transportation facilities.

* * *

Scoreboard

WIBG Philadelphia attracts the attention of passersby to its sidewalk studio with a giant baseball scoreboard. The station carries the play-by-play descriptions of the major league ball games locally.

Posters

TO PROMOTE its transcribed history series *The World and America*, sponsored on WQXR New York by Eagle Pencil Co., the radio programs department of *Time Magazine* is distributing to some 350 teachers in the WQXR listening area posters representing the Statue of Liberty against the world, with the legend "Learn History By Radio." *Time* is mentioned as the producer of the program and Eagle Pencil Co. as the sponsor.

* * *

Window Studio

COMPLETE soundproof studio has been installed in a main show window of Corcoran's Department Store, Boston, for the presentation of its daily Stephen James newscasts over WEEI Boston. Window studio contains world maps, teletype news printers, pictures of CBS correspondents, as well as engineering, monitoring and microphone equipment, all in full view of sidewalk audiences. Public address loudspeaker is installed on the street.

* * *

Spot Savings

A VOLUNTARY SPOT campaign aimed at retail merchants to impress upon them the necessity for saving merchandise cartons and returning them to the manufacturer has been inaugurated by WKRC Cincinnati. Spots emphasize the importance of keeping the cartons intact and returning them to manufacturers' representatives to eliminate the long process of turning old boxes into the paper salvage for their eventual re-use.

* * *

WLAW Folder

PROMOTION PIECE featuring Devy Edwards, styled as radio's "Girl of the Year", has been released by WLAW Lawrence, Mass. Miss Edwards has just returned from a tour of Army camps in the North with her "caravan" of musicians, singers and dancers. The large promotion folder, done in red, white and blue, consists of a layout of pictures showing Miss Edwards and her troupe at various camps.

* * *

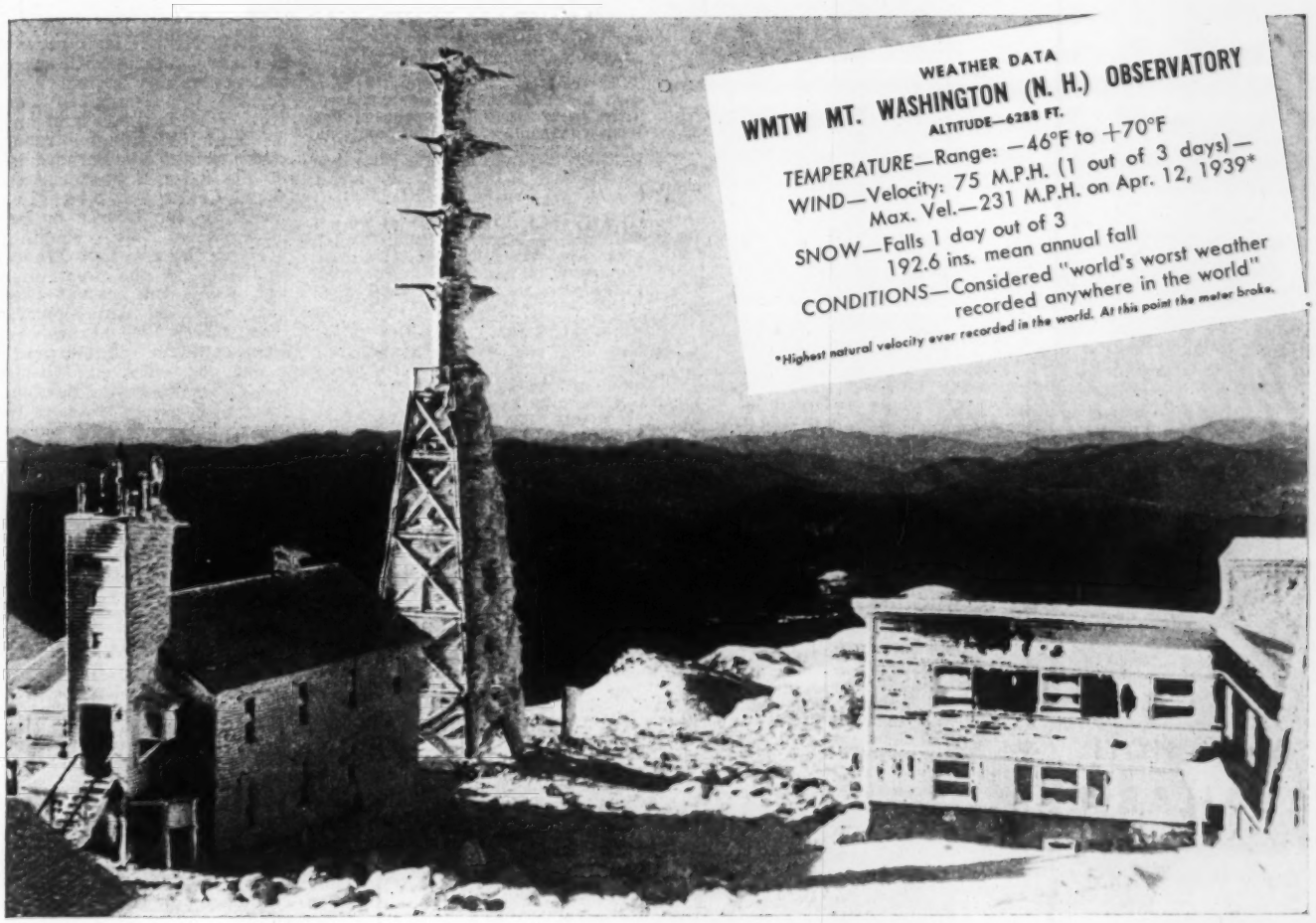
Theatre Tie-In

WWNC Asheville, N. C., has effected a promotion arrangement with the Imperial and Plaza Theatres whereby WWNC announces the attractions adjacent to the CBS *Passing Parade* program and the theatres in return use a trailer to advertise the air show on the station following the Nesbitt films of the same name.

* * *

KFAB Folders

KFAB Lincoln, Neb., has released four promotion folders giving information and availabilities on the KFAB *Dinner Bell Hour* and Jessie Young's *Homemaker* program as well as program listings and mail-pull data.


WEATHER DATA
WMTW MT. WASHINGTON (N. H.) OBSERVATORY
ALTITUDE—6288 FT.
TEMPERATURE—Range: —46°F to +70°F
WIND—Velocity: 75 M.P.H. (1 out of 3 days)—
Max. Vel.—231 M.P.H. on Apr. 12, 1939*
SNOW—Falls 1 day out of 3
192.6 ins. mean annual fall
CONDITIONS—Considered "world's worst weather
recorded anywhere in the world"
*Highest natural velocity ever recorded in the world. At this point the meter broke.

THE FORERUNNER OF POSTWAR

MOUNTAIN-TOP FM TRANSMITTERS

EXPERIENCE REL is the only manufacturer of FM transmitters able to furnish, from experience over a period of years, exact engineering information and cost data on mountain-top installations.

PIONEERING The first installation of this sort ever made was the 1-kw. REL transmitter at Yankee Network's WMTW on Mt. Washington, where scheduled broadcasting started December 18, 1940. In November, 1941 this was replaced by a 10-kw. REL model 520 DL transmitter.

RELIABILITY The record of performance is truly amazing. Operating under conditions described by meteorologists as "the worst weather in the world," this transmitter has been on the air for over 18,000 hours, with a present schedule of 24 hours per day.

FM PROGRAM LINK All programs are picked up on 44.3 mc. from the 50-kw. REL transmitter at Yankee Network's WGTR, Paxton, 142 miles away, and are rebroadcast from WMTW on 43.9 mc.

ST LINK All programs originate, however, at Boston, and are beamed to Paxton by a 156-mc. REL studio-to-transmitter link which has been on daily schedule since July 24, 1939.

ACCEPTANCE Prior to the "war-freeze" there were more AM broadcasters using REL FM transmitters than the combined total of all other manufacturers.

POSTWAR REL is ready, as soon as conditions permit, to handle all details of planning and constructing mountain-top FM stations and unattended satellite transmitters.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.

News is **HOT!**

AVAILABLE

Martin Agronsky
Daily War Journal
(Blue Co-op)
7:00-7:15 AM
Monday thru Friday

For Complete Information write, wire or call

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in*
LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Agencies

ED MEAD, former script editor for five years in the radio department of Benton & Bowles, New York, rejoines the department after three years in the copy department of William Esty & Co., New York.

VAUGHN G. HANNINGTON, formerly copy and research director of A. W. Lewin Co., Newark, has joined Rose-Martin, New York, as vice-president on business development.

DANIEL J. PYKETT has been appointed media director for Arthur Kudner Inc., New York, succeeding Lucian L. King, who has been on leave of absence because of illness during the past year and who will continue as media consultant.

WILLIAM J. THOMAS Jr., publicity director of Young & Rubicam, New York, has resigned effective June 1.

ROBERT M. S. WALKER, former account executive of Roy S. Durstine Adv., New York, has joined Walter W. Wiley Inc., New York, as vice-president in charge of merchandising.

JAMES SAUTER, for the past two years executive director of United Theatrical War Activities Committee, and eastern representative of the Hollywood Victory Committee, has been appointed chairman of the newly organized entertainment industry section of the New York War Finance Committee of the U. S. Treasury Dept.

RILL ASSOC., advertising agency organized last February by I. R. Rill and Bernice Newark, formerly of Erland Adv., New York, has moved to expanded quarters at 507 Fifth Ave., New York. Miss Newmark serves as executive vice-president and radio director.

VERNON D. DAVIS, account executive of The Mayers Co., Los Angeles, has joined Pacific Adv. Service, Los Angeles, in a similar capacity.

T. F. WRIGHT has joined J. J. Gibbons Ltd., Montreal, as account executive. For the past three years he has been with Spitzer & Mills, Montreal.

ELLIS ADV. Co., Toronto, has moved from 465 Bay St., to larger quarters at 74 King St. East.

GRANVILLE TOOGOOD, vice-president of N. W. Ayer & Son, Philadelphia, who has been associated with the agency for nearly 20 years, leaves at the end of the month to join J. Walter Thompson Co., New York.

LEE RAMSDELL Jr., has joined the staff of John Falkner Arndt & Co., Philadelphia, in an executive capacity as a member of the plans board. He has been a former agency account executive.

HAROLD R. BUSCHHORN, former sales promotion and advertising manager of Falstaff Brewing Corp., St. Louis, Omaha and New Orleans, has joined the staff of Anfenger Adv., St. Louis.

MEL ROACH, production manager of Allied Adv., Los Angeles, has shifted to Smith & Bull Adv. in a similar capacity.

FRANK OXARART, former account executive with CBS Hollywood, has joined Garfield & Guild, San Francisco, as vice-president in charge of the agency's Hollywood branch. Agency expects to open new offices in Hollywood shortly. Bertha Rios leaves the G&G San Francisco office as office manager to take that post with the Hollywood branch.

MARY LEWIS, former account executive of KYA San Francisco and KROW Oakland, has joined The Mayers Co., Los Angeles, in a similar capacity. Florence Crook has also joined the agency as account executive. She formerly operated her own Chicago publicity service, and prior to that was copy chief of R. H. Macy Co., New York.

Bernard-Paulin Unite

A PARTNERSHIP to serve agencies and stations with programs, production and scripts has been formed by George S. Bernard, New York business man and Leo J. Paulin, Washington radio producer-writer. Mr. Bernard is head of the Sales Dept. for American Metal Crafts Co., New York, and owner of the George S. Bernard Enterprises. Mr. Paulin was formerly an assistant Trade Commissioner in the Dept. of Commerce and an account executive with the U.S. Adv. Agency, New York. Since 1940 he has operated his own public relations and radio production office in Washington. The Bernard-Paulin partnership's Washington offices are at 1627 K Street N.W. The New York offices are at 220 Fifth Ave.

H. L. MOONEY, former research director of Gardner Adv., St. Louis, has joined Mayon Inc., New York, as director of media and research.

HOWARD WORDEN, former account executive of Young & Rubicam, New York, has been appointed to the executive contact staff of Foote, Cone & Belding, New York.

C. C. CHAPELLE Co., Chicago, market research firm, has opened a New York office at 11 West 42nd St., under management of George Fisk, who formerly did research work at Cornell U.

JOHN O'BRIEN, former account executive of Compton Adv., New York, is new account executive with Ted Bates Inc., New York.

KNOLLIN ADV. AGENCY has moved its Los Angeles offices to 530 W. Sixth St. Telephone is Vandyke 4057.

FREDERIC KAMMANN has resigned as vice-president of Fuller & Smith & Ross, Cleveland, to become manager of the Cincinnati office of Roy S. Durstine Inc., New York, succeeding H. K. Jones.

ROBERT MONROE, radio production manager of Donahue & Coe, New York, has resigned to produce *Screen Test*, new Mutual program to be sponsored by M-G-M, a D&C account.

COL. ARTHUR G. WHITE, a member of N. W. Ayers & Son's Montreal office before joining the Royal Air Force, is returning to civilian life and will rejoin the agency as a member of the New York service staff.

BERNARD KATZ, former advertising manager of Hearn's Department Store, New York, has joined Brown & Gravenson, New York, as vice-president.

IT'S THE RIGHT THING TO TELL YOU...

TIME ON WIRE IS HARD TO GET BUT WORTH WAITING FOR!

"Time" doesn't hang heavy on our hands at WIRE, because of the selling job we're doing for our advertisers, keeping their sales climbing in the Indianapolis area.

Yes, TIME on WIRE is hard to get, but smart advertisers say it is worth waiting for.

BASIC NBC

WIRE

WIRED FOR SOUND ADVERTISING RETURNS

National Representatives:
JOHN E. PEARSON COMPANY
360 N. Michigan Ave., Chicago
FRANKLIN 2339
250 Park Ave., New York City
PLAZA 8-2255

WING
Dayton, Ohio

2 to 1 Choice of Dayton Merchants

•

Let these firms guide you in the buying of radio time

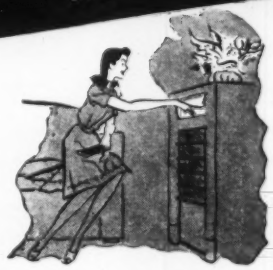
•

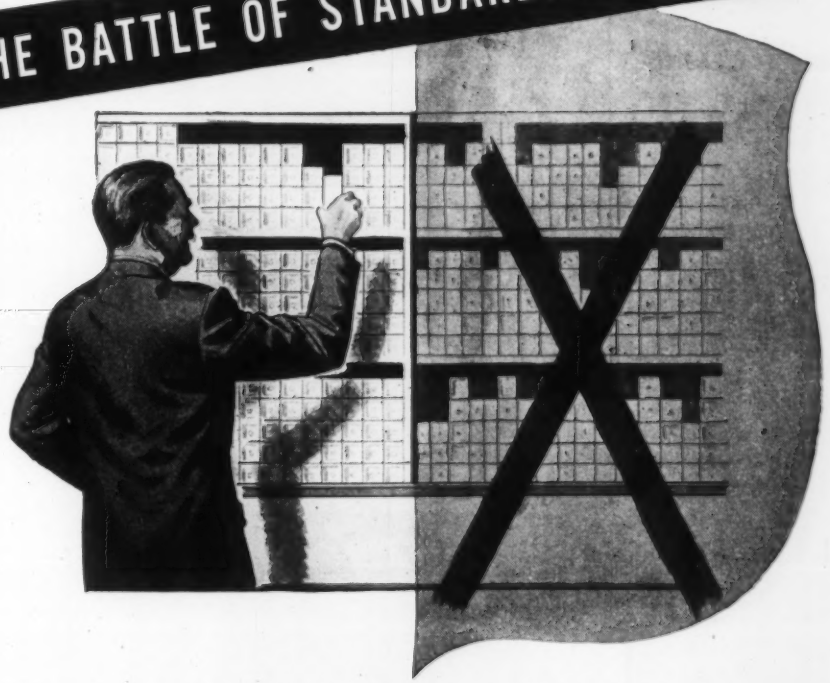
Basic Blue
5000 WATTS
Ronald B. Woodyard
Exec. V. Pres.

WEED & CO *National Representatives*

SYLVANIA RADIO TUBE "FIRSTS"

WINNING THE BATTLE OF STANDARDIZATION





SYLVANIA was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers.

That was back in the early 1930's. Prior to the introduction of these tubes, there was no agreement as to what types of radio tubes should be used for automobile service. Existing 2.5- or 5-volt types were either wasteful of battery current or did not have the efficiency needed. Standardization on 6.3-volt tubes of high efficiency would make it possible to effect manufacturing economies, to avoid complicated filament wiring arrangements, to save automobile battery drain, and to improve operating efficiency.

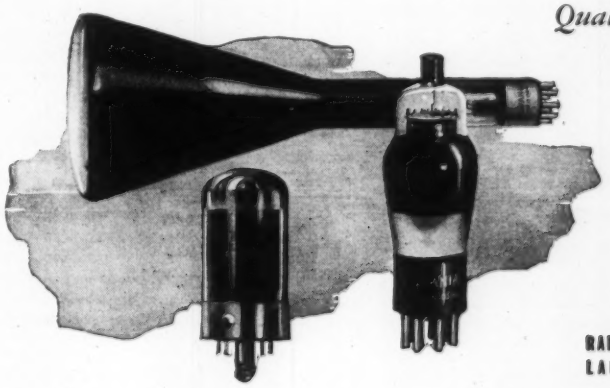
Sylvania's proposal met with opposition, but its common sense won the day. More and more radio-set manufacturers specified 6.3-volt tubes in all types of new equipment. And, in time, 2.5-volt tubes became practically extinct except for replacements.

Winning this battle of radio tube standardization, furthermore, proved to be a boon to radio broadcast listeners. Elimination of the transformer in AC-DC sets reduced both the size and the cost of radio receivers. Millions who otherwise would not have been able to afford sets were able to take full advantage of broadcast information and entertainment.

You will always find Sylvania, exemplar of radio tube quality, on the side of standardization for the mass market.

That is why it pays to sell Sylvania.

Quality that Serves the War Shall Serve the Peace



RADIO DIVISION ARMY (E) NAVY EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS

The heart of things!

Surveyors from "Surveyville" have many a slide-rule formula for making stations click, but we like to stick to the good old homespun theory that has to do with gaining the confidence of Mom, Pop and the Kids. We accomplish that "ace" achievement by talking their language and seeing the show through their eyes.

The average American family is the thing at WMMN! That's why we're a top producer for advertisers who demand action they can actually check with sales figures. Get a line on this sure-fire broadcasting service, now!

ASK A BLAIR MAN

— *Columbia* —

5,000 WATTS

WMMN

FAIRMONT, W. VA.

BRUCE B. BREWER & Co., Kansas City, Mo., has been elected to membership in the American Assn. of Advertising Agencies, as a separate agency resulting from a split of Ferry-Hanly Co. into two concerns. Ferry-Hanly Co., New York, and Wallace-Ferry-Hanly Co., Chicago, continue in membership.

CAROLINE HOOD, associate director of public relations, Rockefeller Center Inc., has been elected president of Advertising Women of New York. Other newly elected officers are: Eugene Stamler, account executive of Biow Co., vice-president: Katharine Wellingbrook, head of Wellingbrook Consumer Relations, corresponding secretary; Harriet Raymond, advertising director, Celanese-Celluloid Corp. of America, recording secretary.

HOWARD WORDEN, former account executive of Young & Rubicam, New York, has joined the general account executive staff of Foote, Cone & Belding, New York.

HARRY B. CARPENTER, former contact executive at Young & Rubicam, New York, last week was elected to a vice-presidency of the agency. He will serve as contact supervisor.

E. B. BEDFORD, on leave of absence as advertising manager of Oneida Ltd., Oneida, New, York, will become associated with Geyer, Cornell & Newell, New York, handling special marketing and media assignments beginning June 1. Mr. Bedford will rejoin his firm when the company reconverts from war work to production of tableware.

BERNARD PAGENSTECHER, former executive vice-president of Young & Rubicam, New York, has joined the executive contact staff of Arthur Kudner Inc., New York.

R. E. PROCHNOW, formerly president of Detail Service Co., Los Angeles sales organization, has joined Lockwood-Shackelford Adv., as account executive and consultant on merchandising.

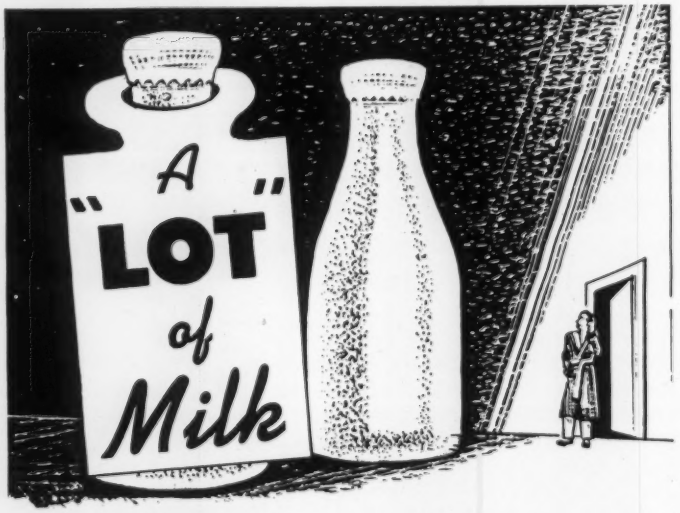
KENNETH A. PRICE, formerly in public relations department of Northrop Aircraft Inc., Los Angeles, has joined J. Walter Thompson Co., Los Angeles, as account executive. Gordon Steedman, copy writer, has been transferred to the agency's San Francisco office. Dawson Funk has been made Los Angeles production manager of the agency, having been transferred from San Francisco.

HAROLD D. MENKEN, president, Menken Adv., New York, has retired from the advertising field. Menken Adv. will operate as Douglas D. Simon Adv., under the direction of Mr. Simon, formerly a vice-president.

KARL GRUENER, formerly producer of The Biow Co., has joined NBC Hollywood staff in a similar capacity. He replaces Robert Seal, who resigned to join Ruthrauff & Ryan, Hollywood, as producer.

Gigli Opens Agency

C. R. GIGLI, in newspaper advertising for the last 14 years, has opened an advertising agency at 551 Fifth Ave., New York. Firm bears the tentative name Twentieth Century Adv. Co., but this will be changed shortly to avoid confusion with another inactive agency of the same name at 22 W. 40th St. New firm has started radio for Clean-O Chemical Co., New York, and plans radio for two other accounts in June.



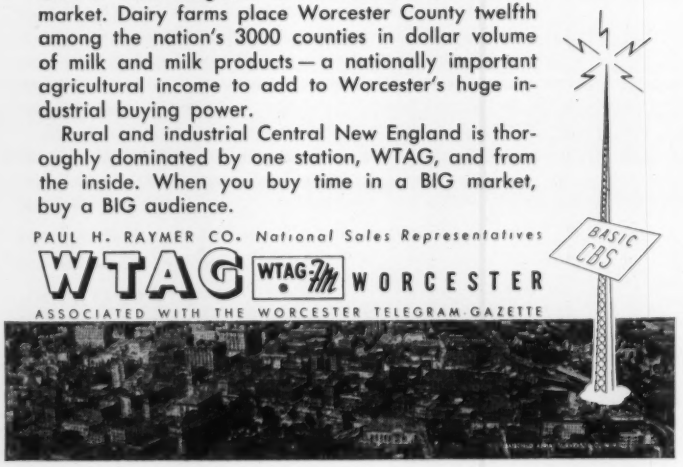
Milk is a heavy contributor to the BIGNESS of Central New England as a market — the WTAG market. Dairy farms place Worcester County twelfth among the nation's 3000 counties in dollar volume of milk and milk products — a nationally important agricultural income to add to Worcester's huge industrial buying power.

Rural and industrial Central New England is thoroughly dominated by one station, WTAG, and from the inside. When you buy time in a BIG market, buy a BIG audience.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE



United Broadcasters Add Five Religious Programs

FIRST UNITED Broadcasters, Chicago, has added a group of religious programs to its account schedule. A regular feature on WOWO Fort Wayne, Ind., for several years, the one-hour program, *Ft. Wayne Gospel Temple*, expanded on May 7, with half-hour transcriptions titled *Back Home Hour*, featuring the Rev. Ralph Neighbor, Sundays, on KGLO Mason City, Ia.; and beginning May 15, *Back Home Hour*, half-hour transcriptions over KGER Long Beach, Cal., Fridays.

Effective May 8, *Lutheran Gospel Hour*, a quarter-hour transcription featuring the Rev. Allen R. Bleger, begins on KGLO Mason City, Ia., Mondays, Wednesdays and Fridays. Dr. O. A. Geiseman started 25-minute transcribed broadcasts, *Your Christian Counsellor*, Wednesdays, over WCFL Chicago, beginning April 26. Since early January, a group of Chicago Lutheran business men have sponsored the half-hour *Lutheran Sunday School of the Air* on WCFL Chicago. Program was inspired by recent FBI reports of the number of children without church affiliations. All contracts are for 52 weeks.

Col. Alderman Returns

COL. ROYAL M. ALDERMAN, a vice-president of McCann-Erickson, and former manager of the Cleveland office, is returning to the agency's New York office in June after 3½ years of military leave. Col. Alderman will work in the new business department. Resigning as president of the Cleveland Advertising Club to enter the Army in the fall of 1940, Col. Alderman served for over two years as assistant executive officer in the War Department bureau of public relations. His military service includes 10 months as executive officer of the South Pacific general depot.

Fear to Williams

FRED FEAR & Co., Brooklyn, season spot radio advertiser for Chick Chick & Presto Egg Colors, has appointed Williams Adv., New York, as agency for its dyes, extracts and clam broths. Media plans are under discussion.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month...

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

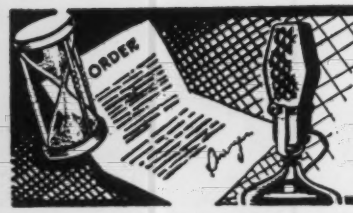
RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.)... For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. ... Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present... monthly winners will be notified immediately upon judging.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Cargill Inc., Minneapolis (feeds), 3 *sa* weekly, 16 weeks, thru Olmsted & Foley, Minneapolis. Kellogg Co., Battle Creek, Mich. (corn flakes), 5 *ta* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Children's Bible Hour, Grand Rapids, Mich., *t* weekly, thru Assd. Broadcasters Corp., Grand Rapids, Mich.
Beau Brummell Ties, Cincinnati, *t* weekly, 13 weeks, direct.
Tobacco By-Products & Chemical Co., Louisville (Black Leaf 40), *ta* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
United Drug Co., Boston (Rexall 1c sale), 4 *t* weekly, thru Spot Broadcasting, N. Y.
O'Cedar Corp., Chicago (Perma-Moth), 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
H. J. Heinz Co., Pittsburgh (mustard & 57 Sauce), 8 *ta* weekly, thru Maxon Inc., Detroit.
Morton Salt Co., Chicago, 10 *sa* weekly, Kenyon & Eckhardt, N. Y.
Standard Brands, New York, (Stan-B), 6 *ta* weekly, thru Ted Bates Inc., N. Y.
Vick Chemical Co., New York (all products), 3 *ne* weekly, 52 weeks, thru Morse International, N. Y.

WOR New York

Seeman Bros., New York (Air Wick), *sa*, 52 weeks, thru William H. Weintraub & Co., N. Y.
Radbill Oil Co., Philadelphia (Renuzit, *sa* weekly, 52 weeks, thru Harry Feigenbaum Adv., N. Y.
General Baking Co., New York (Bond Bread), *sa*, 52 weeks, thru BBDO, N. Y.
Chr. Hansen Labs., New York (Junket Rennet Powder, Tablets), *sa*, 13 weeks, thru Mitchell Faust Adv., Chicago.
S. Frieder & Sons Co., Cincinnati (Garcia Grande and Habanello Cigars), *sp* weekly, 26 weeks, thru Al Paul Lefton Co., N. Y.

KRGV Weslaco, Texas

Morton Salt Co., Chicago, 6 *sa* weekly, thru Kenyon & Eckhart, N. Y.
Christian Churches, Lower Rio Grande Valley of Texas, *sp* weekly, 52 weeks, thru Christian Science Committee on Publications for Texas.

KYW Philadelphia

Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck, N. Y.
United Drug Co., New York (Rexall 1c sale), 4 *ta* weekly, thru Street & Finney, N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 2 *ta* weekly, 26 weeks, thru MacFarland-Aveyard & Co., Chicago.
Nevins Drug Co., Philadelphia (Miracle-Oil), *sa* weekly, 13 weeks, thru Philip Klein, Philadelphia.
Nevins Drug Co., Philadelphia (Tangee Face Powder), *sa* weekly, thru Philip Klein, Philadelphia.
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), 7 *sa* weekly, 52 weeks, thru Scheck Adv., Newark, N. J.
Hy-Trous Corp., Boston (liquid plant food), *sa*, 52 weeks, thru Broadcast Adv., Boston.
Hershey Creamery Co., Harrisburg, Pa. (ice cream), 10 *sa* daily, 26 weeks, thru Bauer & Meyer, N. Y.
Ex-Lax Inc., Brooklyn, 5 *sa* weekly, 14 weeks, thru Joseph Katz, N. Y.
Beech-Nut Packing Co., New York (chewing gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 8 *sa*, 4 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Longine Wittnauer Watch Co., New York (watches), *t* weekly, thru Arthur Rosenberg, N. Y.
Paramount Pictures, New York, 2 *ta* weekly, 52 weeks, thru Buchanan Adv., N. Y.
Richard Hudnut Inc., New York (toilet goods), 5 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
E. Fougera & Co., New York (Ramsdell Sulphur Cream), 5 *sa* weekly, 39 weeks, thru Street & Finney, N. Y.

KFRC San Francisco

American Express Co., New York (express service), 5 *sa* weekly, 13 weeks, thru The Caples Co., N. Y.
Breuner's, Oakland, Cal. (home furnishings), 2 *sa* weekly, 26 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Mother's Cake & Cookie Co., Oakland, Cal., 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Langendorf United Bakeries, San Francisco, 5 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
San Francisco Brewing Corp., Oakland, Cal., *ta* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Standard Beverages Inc., Oakland, Cal., 2 *sa* weekly, 8 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
United Artists Theatre, San Francisco, 3 *ta* weekly, thru J. H. Diamond & Co., San Francisco.

KQW San Francisco

Johnson & Johnson, New York (Band-Aid), 3 *t* weekly, 26 weeks, thru Young & Rubicam, N. Y.
Packard Bell, Los Angeles (radios), 2 *sa* weekly, 26 weeks, thru Stebbins Adv. Agency, Los Angeles.
Scudder Food Products, Los Angeles, 2 *sa* weekly, 26 weeks, thru Davis & Beaven, Los Angeles.
San Francisco Brewing Corp., San Francisco, 3 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland. Cal.
Beech-Nut Packing Co., New York (Beech-Nut gum), *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
National Lead Co., San Francisco (paint), 9 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., San Francisco.
Weinstein Co., San Francisco (department store), *sp* weekly, 26 weeks, direct.
Ex-Lax Inc., New York, 5 *ta* weekly, 26 weeks, thru the Joseph Katz Co., N. Y.
Listerine Co, New York (tooth powder), 5 *sa* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
Pillsbury Flour Mills, Los Angeles (bake mix), 3 *t* weekly, 26 weeks, thru McCann-Erickson, Los Angeles.
Barbarsol Co., New York (shave products), 3 *t* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

KHJ Hollywood

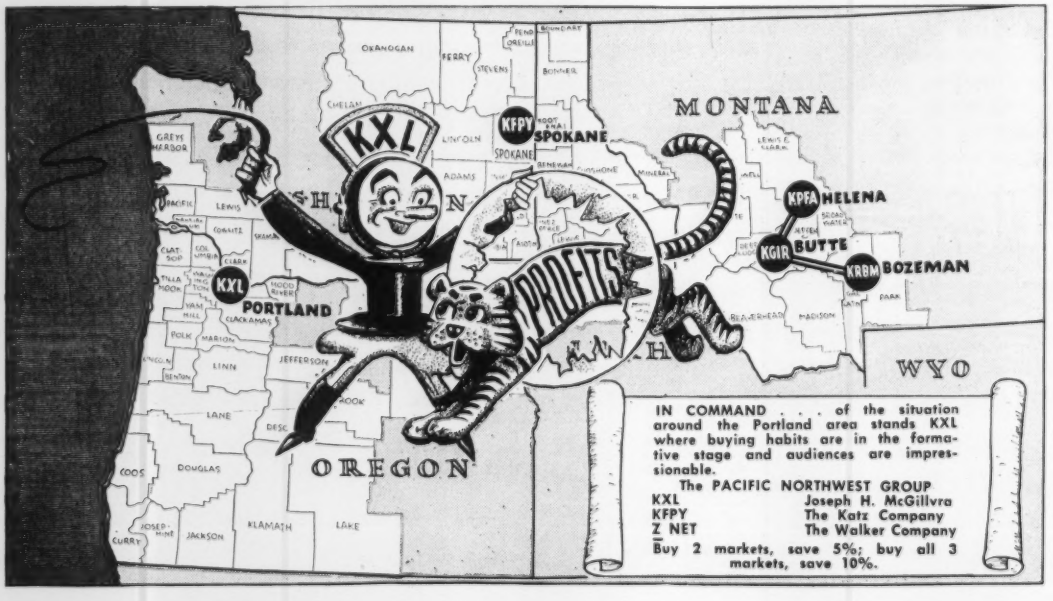
B. F. Goodrich Co., Los Angeles (employment), 3 *sp* weekly, 13 weeks, thru BBDO, Los Angeles.
Thrifty Drug Co., Los Angeles, 65 *sa*, thru Hillman-Shane-Breyer, Los Angeles.
Beneficial Casualty Co., Los Angeles (insurance), weekly *sp*, 13 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Dad's Root Beer Co., Chicago, 2 *ta* weekly, 52 weeks, thru Malcolm-Howard, Chicago.
Packard Bell Co., Los Angeles (radio equipment), 4 *ta* weekly, 13 weeks, thru Barton A. Stebbins Adv., Los Angeles.
Budget Finance Co., Los Angeles, 5 *ne* weekly, 13 weeks, thru Robert F. Dennis Inc., Los Angeles.
Ex-Lax Inc., Brooklyn, 4 *ta* weekly, 13 weeks, thru Joseph Katz Co., Baltimore.

WMAQ Chicago

Fougera & Co., New York (Don Juan lipstick), 2 *sa* weekly, 35 weeks, thru J. M. Korn & Co., N. Y.
Kellogg Co., Battle Creek, Mich. (40% Bran Flakes), 5 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Grove Labs., St. Louis (B-Complex vitamins), 6 *ne* weekly, 52 weeks, thru Russel M. Seeds, Chicago.

WBBM Chicago

Henry C. Lytton & Sons, Chicago, *sa*, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Colgate-Palmolive-Peet Co., Jersey City, N. J. (Colgate Dental Cream), 10 *ta* weekly,, 39 weeks, thru Ted Bates Inc., N. Y.



KENT IS PROMOTED TO LT. COLONELCY

HAROLD W. KENT, War Dept. liaison with the U. S. office of Education, and executive officer of the Special Training Branch, Headquarters, Army Service Forces, has been promoted from Major to Lt. Colonel, it was disclosed last week.

As executive officer of the Special Training Branch, ASF, Col. Kent coordinates pre-induction training, WAC training and special instruction for illiterates. As education liaison officer, he works closely with the Office of Education in special courses for Army personnel.

A veteran of World War I and a reserve officer Col. Kent for several years was director of radio, Chicago Public Schools, until called to active duty as a captain, infantry, in early 1941. He was first assigned to the Radio Branch, Army Bureau of Public Relations, as education director. In late 1942 he was transferred to the Bureau's Review Branch, after attaining his majority, and served there until his appointment as education liaison officer a year ago.

Col. Kent was one of the founders and first president of the Assn. for Education by Radio and is retiring this year after serving three terms.

Allen T. Preyer Elected Head of N. Y. Ad Club

ALLEN T. PREYER, executive vice-president of the Vick Chemical Co., New York, on May 9 was elected president of the Advertising Club of New York. Other officers are: Vice-presidents: Clarence L. Law, vice-president, Consolidated Edison Co.; Lee J. Eastman, president, East Coast Aviation Co.; Stanley Resor, president, J. Walter Thompson Co.; treasurer, James A. Brewer, president, Brewer-Cantelimo Co.

Directors: John A. Zellers, vice-president, Remington Rand; H. J. Kenner, general manager, Better Business Bureau of N. Y.; Andrew J. Haire, president, Haire Publishing Co.; G. Lynn Sumner, president, G. Lynn Sumner Co.; Quincy P. Emery, vice-president, Stevens-Nelson Paper Co. Directors continuing in office are Eugene S. Thomas, sales manager, Bamberger Broadcasting Service; Wilbur F. Howell, secretary, Robert Gair Co.; Herbert L. Stephen, news editor, Printers' Ink Pub. Co.; Charles C. Green, managing director, Advertising Club of New York; Daniel S. Tuthill, vice-president, National Concert & Artists Corp.; James Wright Brown Jr., *Editor & Publisher*; Frederic R. Gamble, president, American Assn. of Advertising Agencies.

UP Elevates Bradford

A. L. BRADFORD has been appointed director of foreign services of the United Press, charged with expanding UP's overseas service in collaboration with Joseph L. Jones, vice-president and head of the foreign department. Mr. Bradford will be headquartered in New York, where he has been stationed since 1941, after 12 years in South America for the wire service. His foreign service includes five years as UP director for France.

Radio Advertisers

SEARS, ROEBUCK & Co., Chicago (mail order house), on May 15 will begin sponsorship of *Everett Mitchell's Town & Farm* program, Monday through Saturday, 7:15-7:45 a.m., on WMAQ Chicago. Heard on WMAQ and NBC since 1930, Mr. Mitchell was named director of agriculture for the NBC Central Division in 1943. Soil and crop culture, victory gardens, scientific livestock raising and food rationing, reports from OPA, WPB and the Dept. of Agriculture, are features of the format. Contract is for 52 weeks. Agency is Roche, Williams & Cunnyngham, Chicago.

WALGREEN Co., Chicago (drug products), on May 8 renewed its five-minute news program Monday through Saturday, on WMAQ Chicago. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

PETROL Corp., Philadelphia, effective May 14 began sponsorship of *Letter to a Soldier* on KYW Philadelphia for 13 weeks. Agency is Seberhagen Inc., Philadelphia.

BOWSER Inc., Fort Wayne, has appointed Gardner Adv., St. Louis, to handle its Mobile Refrigeration Division advertising.

TASTEE BEVERAGE Co., Los Angeles (Kleer 'n' Kleen, an air freshener), new to radio on May 12 started for 13 weeks using weekly spot announcements on KECA with four per week on KFWB. Agency is Pacific Adv. Service, Los Angeles.

MEAT-Y-FRESH Pet Food Co., Los Angeles (dog food), new to radio on May 29 starts sponsoring a five-weekly quarter-hour program *It's a Dog's Life* on KMPC Hollywood. Contract is for 52 weeks. David Dans Agency, Los Angeles, has the account.

GASSMAN BROS. Co., Chicago (wearing apparel), on May 7 began sponsorship of *Bob Hurleigh and the News*, a quarter-hour, Sunday morning news program, on WBBM Chicago. Contract is for 52 weeks. Agency is Newby, Perron & Fliteraft, Chicago.

AMERICAN EXPRESS Co., through Caples Co. of New York, has renewed its schedule on KROW Oakland, for 13 additional weeks to promote money order service.

CLAREMONT HOTEL, Berkeley, Cal., has bought a schedule of spot announcements on KROW Oakland, Cal., to publicize engagement of Russ Morgan, name band. Account placed through Don Sears Agency, Oakland.

SALERNO-MEGOWEN BISCUIT Co., Chicago, on May 1 began sponsorship of Fulton Lewis jr. on WGN Chicago, Monday, Tuesday, Thursday and Friday. Length of contract not announced. Agency is Schwimmer & Scott, Chicago.

RAULAND Corp., Chicago (electrical devices), on May 2 began sponsorship of a quarter-hour program, Monday through Friday on WGN Chicago, featuring *Two Ton Baker's* songs and piano numbers. Contract for 26 weeks was placed through Lieber Adv. Co., Chicago.

GROVE LABS, St. Louis (B-Complex vitamins), on May 8 began sponsorship of a new six-weekly quarter-hour series of news programs, for a total by the company of 13 news periods weekly, on WMAQ Chicago. Contract is for 13 weeks. Agency is Russel M. Seeds Co., Chicago.

Field Tries Video

MARSHALL FIELD & Co., Chicago department store, on May 5 sponsored a test television program, claimed to be the first in the Midwest. Don McNeill was m.c. of the variety program, broadcast from 8-8:30 p.m. (CWT) on W9XBK Chicago. The video show featured a fashion review and a talk by L. B. Sizer, Marshall Field executive. Agency is Ruthrauff & Ryan, Chicago.

Jewel Tea Sponsors

JEWEL TEA Co., Chicago, on May 1 began sponsorship of a quarter-hour news program featuring Paul Gibson, Mondays, Wednesdays and Fridays on WBBM Chicago. Contract is for 52 weeks. Agency is Goodkind, Joice & Morgan Adv., Chicago.

GIVE A LOOK!

Place your sights on that part of California and the West covered by the *Beeline*. It ranks in population with Los Angeles, and exceeds San Francisco in Retail Sales. It covers 41 primary counties, has a population of *1,561,254 and has retail sales of *2½ billion.

*Ration Book No. 4
*Bureau of Census 1943

WHAT IS *The Beeline*

Not a regional network but a group of long-establisded key stations, each the favorite in its community... combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

WILMINGTON DELAWARE
WDEL
1150 KC
NBC Basic Network Station
5000 WATTS DAY & NIGHT
Sales Representative
PAUL H. RAYMER

First PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First PRESENT

All surveys agree WRC leads morning, afternoon and night.

First FUTURE

Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

NBC Washington

BEAU BRUMMEL Co., Cincinnati (ties), has expanded its radio coverage to include WMAQ Chicago, KYW Philadelphia and WJZ New York. Quarter-hour weekly transcribed *Musical Showcase* has been started for 13 weeks on WMAQ and KYW. Quarter-hour recorded program with Kay Lorrain as m.c. has been placed direct on WJZ. Chicago contract was placed through Ralph H. Jones Co. Cincinnati, and the Philadelphia contract through Key Adv., Cincinnati.

FIRST INDUSTRIAL BANK of Denver is sponsoring *News of the World* 6 times weekly on KLZ Denver.

CONCORDIA CREAMERY of Concordia, Kan., has begun sponsorship of *Home Service Hour*, transcribed music and news, 7:30-8 a.m., six weekly, on KSAL Salina, Kan.

ANDERSON BROTHERS, Salina, Kan. (food wholesaler), has started sponsoring Enna Lou Bireline with *Anderson Brothers Food Report*, five minutes daily, on KSAL Salina.

ITALIAN COOK Oil Corp., Brooklyn (formerly Agash Refining Corp.) which promotes its edible oils on WOV New York through Italian language programs, is planning to enter the English-speaking market, and is considering radio among other media. Agency now handling the account is Lawrence Fertig & Co., New York.

PERSONAL FINANCE Co., Chicago, is now promoting its loan services on some 50 stations via electrical transcriptions. Station schedule varies constantly. Latest contract with WOV New York, effective April 10, called for a series of 78 transcriptions at the rate of 18 a week. Agency is Al Paul Lefton Co., New York.

W. F. STRAUB & Co., Chicago, has appointed S. Duane Lyon Inc., New York, to handle advertising for a new product, Lake Shore Mellow Honey Prune Juice. Promotion on Dr. Eddy's *Food and Home Forum* on WOR New York starts this week, with no further radio plans at present. Mitchell-Faust Adv., Chicago, handles Lake Shore Honey account.

CLARENCE ODENCE & Co., Boston, has appointed Hirshon-Garfield, Boston, to handle advertising for Flamingo cigarettes. Newspapers and radio will be used.

CALCO Chemical Division, American Cyanamid Co., New York (dyes), has appointed Hazard Adv., New York, effective July 1 to handle its account. No radio is contemplated at present.

FRANCO AMERICAN Hygienic Co., Chicago, has appointed Benson & Dall Adv., Chicago, to handle radio and newspaper advertising for Nellie Blythe cosmetics, effective May 6.

S. FRIEDER & SONS Co., Philadelphia (Habanello and Garcia Grande cigars), has appointed Al Paul Lefton Co., Philadelphia, to handle its advertising. Account will use radio and newspapers. One radio show will feature Stan Lomax, sportscaster, 6:45-7 p.m. on WOR New York, Sundays.

BENJAMIN FRANKLIN Hotel, Philadelphia, on May 15 begins sponsorship of *Breakfast at Benjamin Franklin* on WIP Philadelphia. Originating from the hotel, prizes comprising flowers and theatre tickets are to be awarded those breakfasting at the hotel during the broadcast, scheduled Monday, Wednesday and Friday mornings, 9-9:30 a.m. Placed direct, program will continue indefinitely.

SEALY MATTRESS Co., Chicago, on May 1 began sponsorship of a heavy schedule of spot announcements in the following markets: Cincinnati, Milwaukee, Memphis and Richmond. Length of contract not announced. Agency is Schwimmer & Scott, Chicago.

SAMPLING SIXTH STRIP of bacon are Clarence Lund (1), assistant advertising manager of Swift & Co., (ham & bacon division) Chicago, and E. R. Borroff, vice-president of Blue central division, to symbolize Swift's purchase of the sixth day (Monday) of the Blue Network's *Breakfast Club* 8:30-8:45 a.m. Swift has sponsored the other five strips for more than 3½ years.

ESTABLISSEMENTS RIGAUD Inc., New York (perfume), has placed its advertising account with J. M. Korn & Co., Philadelphia.

DODGE CORNER, Los Angeles (used car dealer), currently is sponsoring six-weekly quarter-hour programs of record music *Jive at Five* on KGFJ Los Angeles. Contract is for 13 weeks. Allied Adv. Agencies, Los Angeles, has the account.

MADEMOISELLE of Beverly Hills, Los Angeles (chain dress shops), new to radio, in a two-week test campaign starting in mid-May will use a total of 60 spot announcements on KIEV KRKD. Agency is The Mayers Co., Los Angeles.

JOHNSON & JOHNSON, New Brunswick, N. J., has appointed N. W. Ayer & Son, New York, to handle advertising for its medicated plaster division. No radio contemplated at present.

OXFORD Products Co., Cleveland, has appointed Weiss & Geller, Chicago, to handle its advertising account. Plans for radio are said to be considered.

GENERAL FOODS Corp., New York, is expected to promote Post Toasties in Newfoundland via two transcribed series—*Smilin' Ed McConnell*, and *Miss Trent's Children* on VONF. Young & Rubicam, New York, handles G-F foreign advertising.

DEPARTMENT STORES are showing an interest in *Let's Learn Spanish*, transcribed series produced by the radio programs department of *Time* magazine. Seventh store to sign for the series is Richards Department Store, Miami, which started the program on WKAT Miami on a thrice-weekly quarter-hour basis May 1. Six other sponsors in this category are Kaufman Straus Co., Louisville; Lit Bros., Philadelphia; Loveman, Joseph & Loeb, Birmingham, Ala.; B. Lowenstein & Co., Memphis, Tenn.; Alms & Doepke, Cincinnati, and Maison Blanche, New Orleans.

SKINNER MFG. Co. of Omaha on May 9 began sponsorship of Boake Carter, news analyst, on WOR New York for raisin bread. Contract for the twice-weekly program is for 52 weeks. Agency handling the account is Bruce B. Brewer & Co., Kansas City.

KENU PRODUCTS Co., Los Angeles (Kenu cleanser), following recent expansion of its spot announcement schedule to include Arizona markets, on May 10 added KGO KPO to station list. Contract, covering five-weekly one-minute announcements is for 5 weeks. Little & Co., Los Angeles, has the account.

NEWS—

Builds This Huge Tri-State Audience

The station that people depend on for news is always the best-listened-to in any area. It's the one that produces consistent RESULTS for other programs. Look at these news ratings.

Time	Rating	Share of Audience
8:00 - 8:15 A.M.	24.9%	94.2%
12:15 -12:30 P.M.	47.2	91.4
6:30 - 6:45 P.M.	32.9	82.8
10:00 -10:15 P.M.	31.0	85.3

C. E. Hooper—Feb., 1944

Day and night, WKBH delivers the PEAK audience in this area of 149,660 radio homes.

WKBH

La Crosse, Wisc.

REPRESENTED BY

HOWARD H. WILSON CO.

HELP HIM GET THAT

LONG DISTANCE CALL

THROUGH TONIGHT

You can do it by not using Long Distance between 7 and 10 P. M. Those are the night-time hours when many service men are off duty and it's their best chance to call the folks at home.

BELL TELEPHONE SYSTEM

But we mean SALES . . .

that bloom from your

schedule on this BLUE

Network station any

season in the year!

WTCN

. . . 1280 ON YOUR DIAL

MINNEAPOLIS - ST. PAUL, MINNESOTA

FREE AND PETERS

National Representatives

HAROLD I. REINGOLD, advertising and sales promotion manager of Schenley Distillers Corp., New York, has been appointed assistant director of advertising, sales promotion and merchandising of the organization.

ANGELUS PICTURES, Hollywood, has retained Buchanan & Co., New York, to handle advertising for the film, "Summer Storm". Picture advertising appropriation has been increased from $130,000 to $160,000 with radio slated to get special play. Sumer W. Singer, agency account executive, accompanied by Roy Winkler, art director, is scheduled to arrive in Hollywood May 15 to outline the exploitation campaign with Seymour Nebenzahl, head of the film production unit.

DESERT GRAPE FRUIT Industry Committee, Phoenix, newly formed cooperative consisting of Arizona and California growers, has appointed J. Walter Thompson Co., Los Angeles, to handle its advertising.

SANFORD CAFETERIA, Los Angeles, on May 1 started sponsoring twice-weekly participation in *Man on the Street* program on KFAC Los Angeles. Contract is for 9 weeks. Agency is Brisacher, Van Norden & Staff, Los Angeles.

WILSHIRE RECORD SHOP, Los Angeles (records), on May 1 started sponsoring a thrice-weekly quarter-hour period of transcribed music on KGFJ Los Angeles. Program is compiled from listeners' suggestions placed in the record shop request box. Contract is for 13 weeks, placed direct.

J. B. WILLIAMS Co. (Canada), Montreal (shave cream), has added 6 stations to bring total to 15 Canadian stations now carrying the spot announcement campaign. Account was placed by J. Walter Thompson Co., Montreal.

RAMSAY & SON Co., Montreal (paints), has started spot announcements on several Canadian stations and a network show on a French-language network. Account was placed by A. McKim Ltd., Montreal.

CANADIAN GOVERNMENT, Dept. of War Services, Ottawa (paper salvage), on May 8 started thrice-weekly live spot campaign for the month of May on all Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

BRANDRAM-HENDERSON, Montreal (paint), has started announcements on a number of Canadian stations. Account was placed by Harold F. Stanfield Ltd., Montreal.

REPUBLIC PICTURES has started a series of transcribed announcements on KROW Oakland to publicize late movie releases. Account was placed through Donahue & Coe, New York.

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health foods), has appointed The Mayers Co., Los Angeles, to handle its advertising.

Purina Revises 'T. Mix'

RALSTON PURINA Co., St. Louis, is reviving its *Tom Mix* program for children, starting June 5, when the cowboy show will be heard on the full Mutual network Wednesday and Friday 5:30-5:45 p.m. for Ralston cereals. Starting Sept. 4, program will be heard five times weekly. Ralston sponsored *Tom Mix* on NBC-Blue, and later the Blue off and on for some eight years, discontinuing the program in 1942. Mutual's *World's Front Page*, presented in cooperation with the *Christian Science Monitor* at 5:30 p.m., will be rescheduled at another time. Agency is Gardner Adv., St. Louis, which also handles Purina Mills' *Grand Ole 'Opry* on NBC.

OWI PACKET, WEEK June 5

Check the list below to find the war message announcements you will broadcast during the week beginning June 5. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Hold Prices Down	X	--	--	--	--	--	--
Ceiling Price Lists	--	X	X	X	X	--	--
Play Square with Gasoline	X	--	--	--	--	--	--
Careless Talk	--	--	X	--	X	--	--
Food Waste	--	X	X	X	X	X	X
Rubber Conservation	X	--	--	--	--	--	--

See OWI Schedule of War Messages 111 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Conservation Theme Stressed in War Message Allocations on OWI Packet

CONSERVATION subjects hold the spotlight in the war message allocations scheduled for the week beginning June 5 by the OWI Domestic Radio Bureau, with campaigns on rationing and price ceilings given secondary importance.

Attention is focused during the week on Food Waste, assigned to Station Announcement and live and transcribed National Spot Allocation plans. Radio is asked to help cut down the immense food waste which is defeating part of the tremendous effort of the American farmer to set food production records.

Scheduled for Network Allocation is Rubber Conservation, calling for continued adherence to conservation measures until synthetic production is sufficient to meet civilian requirements. Messages will inform listeners that military demands for tires and other rubber products, plus manpower shortages, make it impossible to meet normal civilian needs, much less the huge backlog which has accumulated over the past two years.

Play Square With Gasoline, urging compliance with rationing rules and car sharing, also asks motorists to conserve fuel by using only what is needed for absolutely essential driving.

Hold Prices Down emphasizes the importance of wise spending in fighting the threat of runaway prices. It is a money conservation campaign, urging listeners to invest in War Bonds and other anti-inflationary savings rather than spending for things which are not needed.

Ceiling Price Lists, assigned to Station Announcement Allocation, asks consumers to insist on paying ceiling prices only—to ask their dealers when in doubt and to obtain copies of price lists from local ration boards. The messages are part of the overall Home Front Pledge campaign.

Careless Talk messages caution against conversations involving war information, particularly now with so many thousands of soldiers home on furlough from overseas. Transcribed messages on the subject are scheduled to independent stations of the KW and OI groups.

Stations may find sponsors for Ceiling Price messages among supermarkets, department stores and other large merchantile establishments. Food dealers of all kinds are prospects for Food Waste announcements. Institutional advertisers are regarded as most likely sponsors for Careless Talk spots.

Two Great Leaders Introduce Two Great Songs!

TOMMY DORSEY

"When You Put on That Old Blue Suit Again"

Words and Music by Robert Sour, Floria West and Gordon Andrews.

Introduced by Tommy Dorsey

"COCA-COLA"—Monday Nights, 9:30 P. M., and Panther Room, Sherman Hotel, Chicago

GUY LOMBARDO

"Kentucky"

Words and Music by Henry Prichard

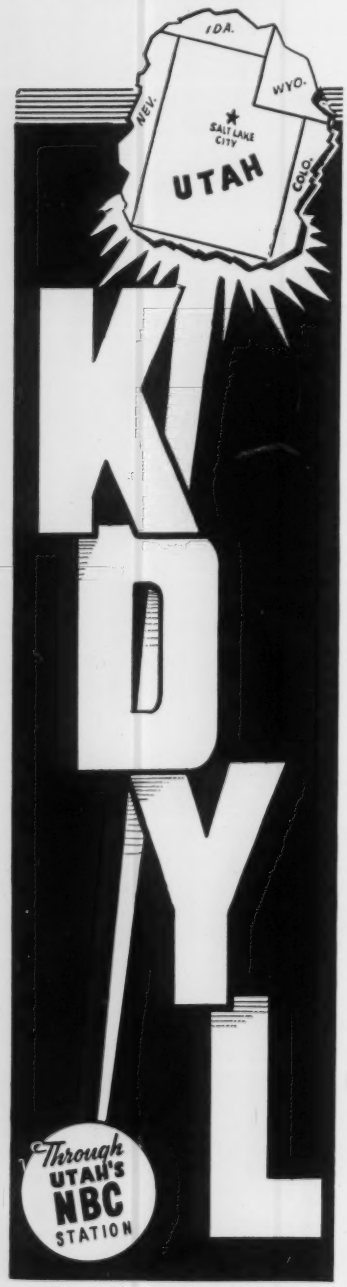
Introduced by Guy Lombardo on the CHELSEA Cigarettes, EDGEWORTH Tobacco Show 10:00 P. M. Saturday—Blue Network

Blue Suit: Savoy 142, Lang-Worth
Kentucky: Savoy 142, Lang-Worth, Standard

BROADCAST MUSIC, Inc.

NEW YORK CHICAGO HOLLYWOOD

Reach the ACTIVE SALT LAKE MARKET



National Representative
JOHN BLAIR & CO.

News Sponsors Top Net Summer Rush

Sinclair, Holland Sign As Invasion Nears; Others Expand

PRIOR TO the invasion, at least two advertisers are starting network news programs (Sinclair Oil Refining Co., MBS, Holland Furnace Co., NBC), another is shifting from straight entertainment to news (Welch Grape Juice *Time Views the News*, Blue), a fourth, J. B. Williams Co., is more than doubling the CBS network for William Shirer, and several others including Time Inc., for *March of Time*, NBC, appear to be holding up decisions on summer vacation plans pending developments overseas.

Indicating that 1944 summer radio rates high with network advertisers, at least three sponsors will break long-term precedents by continuing on through the summer—Sherwin-Williams Paint Co. with *World of Music*, successor to *Metropolitan Auditions*, Blue, Campana Sales Co., with *First Nighter*, MBS, and Procter & Gamble, carrying *Abie's Irish Rose* on through with a reduced NBC network of 50 instead of 124 stations.

New Programs

Another outstanding factor in this year's summer network outlook is the roster of new programs at a time when most net advertisers are usually drawing in their horns, and conserving forces for the winter. The Blue for example reports eight new clients and a total of 47 summer advertisers, as against 39 in 1942 and 20 in 1941.

Some 13 or 14 sponsors have just started or are starting new or expanded programs on the four networks, according to recent issues of BROADCASTING, and with one exception, all are out to sell products, including drugs, petroleum, oil and car services, cereals, films, clothes and cosmetics.

In contrast, outstanding among the shows going off permanently or for the summer, with future plans indefinite are the non-product selling or institutional shows, notably National Small Business Men's *Abe Lincoln's Story*, off MBS permanently May 28, Boots Nut & Aircraft Corp.'s *Wide Horizons*, off MBS May 28, with the possibility of continuing on a week-to-week basis, and Aluminum Co. of America's *Lighted Windows*, off for the summer May 27. Major balance of the lay-off list [BROADCASTING, May 1] is made up of top net advertisers who have enough other shows on the air to keep the company name to the fore during the hot months.

There will be plenty of new and light entertainment fare in the form of mystery, music, comedy and variety, judging from the way 25 or more summer replacements are lining up. Standard Brands is slated to substitute Gracie Fields for Charlie McCarthy, CBS, for 12 weeks after May 28, Colgate-Palmolive-Peet will replace Judy Canova with a CBS-built love-story romance, July 4, and a musical-variety show is being considered to replace *Texas Star Theatre*, off CBS June 25 for 13 weeks. If Goodyear Tire & Rubber Co. decides on a vacation for *Star and the Story* in mid-June, there will be a replacement, and there is also a substitute in the works for *Silver Theatre*, CBS. Pabst is working on a summer musical condensation for *Blue Ribbon Time*, CBS.

Decision is pending on whether to replace Lever's *Bob Burns*, NBC, on starting date for *Charley Chan*, mystery substitute for *Amos 'n' Andy*, NBC, and on a vacation for Du Pont's *Cavalcade*, NBC, also on the replacement for Reynold's *Abbott & Costello*, NBC.

General Foods will discontinue *Maxwell House Coffee Time* on NBC for 10 weeks, starting with the June 22 broadcast. In relinquishing the time for the summer, indications are that a summer version of *Maxwell House Coffee Time* will be heard in the first half of the vacated *Kate Smith Hour*, on CBS for General Foods. Latest word is that General Foods will take a six-week hiatus for the *Aldrich Family*, with the last broadcast July 13 on NBC. Summer replacement for *Duffy's Tavern* on the Blue is still undecided by Bristol-Myers.

Changes already arranged or tentatively planned follow:

CBS

COCA-COLA Co., Atlanta, May 14-Aug. 27 or Sept. 3 replaces Andre Kostelanetz with Percy Faith on *Pause that Refreshes* with Eleanor Steber on 135 CBS stations Sun., 4:30-5 p.m. Agency: D'Arcy Adv., N. Y.

GENERAL FOODS Corp., New York (Bird's-Eye Frosted Foods), on June 29 for 13 weeks discontinues *Dinah Shore* program on 125 CBS stations Thurs., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge (Lux Toilet Soap), on July 10 for 8 weeks discontinues *Lux Radio Theatre* on 134 CBS stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS., Cambridge (Swan Soap), probably July 4 for 8 weeks discontinues *Burns and Allen* on 129 CBS stations. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Jell-O), on June 9 for 13 weeks discontinues *Kate Smith Hour* on 121 CBS stations, Fri., 8-8:55 p. m. Agency: Young & Rubicam, N. Y.

ANCHOR HOCKING GLASS Corp., Lancaster, O., on June 11 permanently shifts *Corliss Archer* from Sat., 5-5:30 p. m. on 122 CBS stations to Sun., 7-7:30 p. m. on 122 CBS stations. Agency, William H. Weintraub & Co., N. Y.

PRUDENTIAL INSURANCE Co. of America, New York (insurance services), on May 28 for summer replaces Gladys Swarthout with Aileen Farrell on *Prudential Family Hour* on 87 CBS stations, Sun., 5-5:45 p. m. Agency: Benton & Bowles Inc., N. Y.

NBC

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), on June 4 shifts *Your All Time Hit Parade* from 127 NBC stations, Fri., 8:30-9 p. m. to 132 NBC stations Sun., 7-7:30 p.m. Agency: Foote, Cone & Belding, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) on July 5 for 13 weeks replaces Eddie Cantor in *Time to Smile* with Alan Young on 125 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Grapenuts Flakes & Grapenuts), on June 4 discontinues permanently *Jack Benny* on 132 NBC stations, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Grapenuts Flakes, Wheatmeal), on June 4 for 13 weeks shifts *Those We Love* from 124 NBC stations Sun., 2-2:30 p.m. to 127 NBC stations Fri., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Postum), on June 28 for 8 weeks discontinues *The Aldrich Family* on 127 NBC stations, Thurs., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (heels and soles), on May 13 discontinued *Hook 'n' Ladder Follies* on 125 NBC stations, Sat. 11-11:30 a.m. and on May 16 replaced with Andy Devine in *Musical Roundup* for summer or permanently. Agency: N. W. Ayer & Son, N. Y.

H. J. HEINZ Co., Pittsburgh, Penna (food products), on July 10 for 8 week period replaces *Information Please* on 133 NBC stations, Mon. 10:30-11 p.m. with *Vacation Serenade*. Agency: Maxon Inc., Detroit.

ALUMINUM CO. OF AMERICA, Pittsburgh, on May 27 discontinues for summer *Lighted Windows* on 123 NBC stations, Sat. 11:30-12 noon. Agency: Fuller & Smith & Ross, N. Y.

PEPSODENT Co., Chicago (toothpaste, toothbrushes), on June 13 for 13 weeks.

Capt. Fenn to London

AT THE REQUEST of the Board of War Communications Capt. H. K. Fenn, USN, chief cable censor, has left for London to serve as the liaison representative of the BWC in England to aid in coordinating the flow of commercial and press traffic from the British Isles to the U. S. during the invasion.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

replaces Bob Hope with *Miss Charlotte* on 132 NBC stations, Tues., 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

BLUE

WANDER Co., Chicago (Ovaltine), on June 23 discontinues *Captain Midnight* on 81 Blue stations, Mon. thru Fri., 5:45-6 p.m. Agency: Hill Blackett & Co., Chicago.

SHERWINS-WILLIAMS Co., Cleveland (paints), on April 16 for 32 weeks replaced *Metropolitan Opera Auditions of the Air* with *World of Song* on 165 Blue stations, Sun., 4:30-5 p. m. Agency: Warwick & Legler, N. Y.

SWEETS CO., OF AMERICA (Tootsie Rolls), Hoboken, N. J. on May 26 discontinues for summer Dick Tracy on 35 Blue stations Mon., Wed., and Fri., and (for Tootsie V-M) on 13 Blue stations Tuesday. & Thurs., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

PHILCO Corp., Philadelphia (institutional) June 4-Aug. 27 replaces *Radio Hall of Fame* on 128 Blue stations, Sun., 6-7 p.m. with show featuring Paul Whiteman's band and other musical talent. Agency: Sayre M. Ramsdell Assoc. Inc., Philadelphia.

ALLIS-CHALMERS MFG. Co., Milwaukee (institutional) discontinues *Boston Pop* concerts on 165 Blue stations, Sat., 8:30-9 p.m., July 8-Oct. 27. Agency: Compton Adv., N. Y.

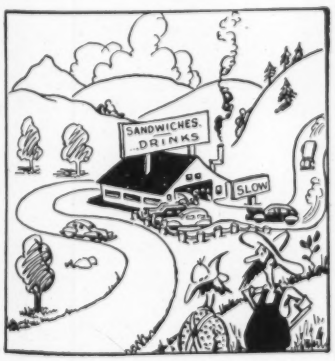
JERGENS Co., Cincinnati (Jergens Lotion), for August or September replaces *Walter Winchell* with guest commentators on 165 Blue stations, Sun., 9-9:15 p. m. Agency: Lennen & Mitchell, N. Y.

Baltimore Renews Hooper

CERTAIN of the Baltimore radio stations which were announced in the February 28th issue of BROADCASTING as having suspended the Hooper "Continuing Measurement of Radio Listening" have renewed their contracts. "City Zone" audience information on Baltimore will, therefore, be forthcoming without interruption, C. E. Hooper Inc. said last week. Other cities in which the research organization has set up "continuing measurements of radio listening" since January include South Bend, Norfolk, Toledo and Wichita.

W. E. Long in Baltimore

W. E. LONG Co., Chicago, announced last week that "not satisfied with present survey methods', the company has instituted its own continuous telephone survey in Baltimore, which is now in its third month of operation "and is beginning to tell stories completely different from former survey methods". It was stated that as far as is possible the "continuous survey method" will be expanded to other key cities having W. E. Long clients.



"WFDF Flint says his brother is on the state highway commission."

RADIO NETWORK and station matters, says the caption, were the subject of discussion when Frank M. Russell (l), NBC Washington vice-president, visited James D. Shouse, Crosley (WLW-WSAI) vice-president and general manager on May 5 in Cincinnati. [EDITOR'S NOTE: The Kentucky Derby ran in nearby Louisville May 6].

Artra to Spend $42,000 In Sun Cream Promotion

SPRING and summer spot campaign for Artra Cosmetics Inc., Bloomfield, N. J., starting May 29, is based on surveys showing that while its Sutra Sunfilter Cream has "mass appeal" the best market is among "white-collar working girls and men. Abandoning the daytime purchases used in last years test drive, on the premise that on the whole the housewife doesn't have the time or the urge for the week-end or vacation tour, Artra has concentrated on evening spots. News programs were purchased wherever available, with recorded music as a second choice.

Drive is already underway on WJAX Jacksonville and on WOR New York, the only daytime purchase. Schedule getting under way May 22 consists of five, ten and fifteen-minute programs from two to three times weekly on WEEI KYW WFBR WMAQ WJR WISN KSTP. Markets selected are those where Artra has the best distribution. Newspaper campaign in these markets plus Buffalo and Rochester runs concurrently with the 14-week radio drive although over a slightly longer period. Radio appropriation is $42,000, about equal to the newspaper budget. Agency is Murray Breese Assoc., N. Y.

589 NAB Members

TO BRING the NAB total membership up to an all-time high of 589, the NAB Board of Directors, at its meeting in Washington May 8-10,, approved applications of 19 stations for active membership, along with four associate applications. New station members are: KCMC Texarkana, Tex.; KFPY Spokane, Wash.; KFDA Amarillo; KGKL San Angelo, Tex.; KMYR Denver; KOTN Pine Bluff, Ark.; KSWO Lawton, Okla.; KVNU Logan, Utah; KWTO Springfield, Mo.; WBBZ Ponca City, Okla.; WELO Tupelo, Miss.; WIND Gary, Ind.; WKNE Keene, N. H.; WMBO Auburn, N. Y.; WMIS Natchez, Miss.; WMOH Hamilton, O.; WQBC Vicksburg, Miss.; WROX Clarksdale, Miss.; and WSLI Jackson, Miss. Associate members are: Freeland & Olschner Products Inc., New Orleans; The Katz Agency Inc., New York City; Keystone Broadcasting System Inc., New York City; and Spot Sales, N. Y.

Medical Journal Hits Air Accounts

Tampering With Pocketbooks And Health, It Charges

CALLING on the radio industry to emulate newspapers in eliminating exploitation of the sick through patent medicine advertising, the American Medical Assn., Chicago, in its May issue of the *AMA Journal*, declares "the interests which exploit the sick through patent medicine advertising on the radio should not be allowed to tamper longer with the health and pocketbooks of the American people".

In the same issue of the *Journal*, Roy R. Kracke, M.D., and W. R. Platt, M.D., of Emory U., in Georgia, report cases of two men suffering chronic prolonged bromide intoxication. Their condition was said to have arisen from prolonged self-administration of certain brands of radio advertised headache powders. Commenting on the report, the *Journal* says:

Although many leading publications of the country have made a serious effort to eliminate the worst of the patent medicines from their advertising pages, numerous radio stations remain notoriously backward in this respect. Hour after hour, day after day, loud speakers of radios blare forth outrageous claims for some nostrom or patented home remedy. The patent remedies advertised range from those that may be positively harmful, as is that discussed elsewhere in this issue, to those that are merely grossly overpriced in relation to their value.

Even these, however, tend to delay the use of dependable foods or services and initiate the expenditure of funds that might better be applied to securing scientific diagnosis and treatment. Recently newspapers as widely different as the *Chicago Tribune* and *PM* have almost simultaneously exposed some of the most notorious of the patent medicines. But newspapers alone cannot solve this problem.

The situation requires the housecleaning efforts of the radio industry itself and the more active interest of those governmental agencies, such as the Federal Trade Commission, Food & Drug Adm. and Post Office Dept., which are delegated the responsibility in this regard. Doctors Kracke and Platt say in their report that, there seems to be an increase in drug intoxication caused, according to the Federal Trade Commission, by increased consumption of various agents designed to sooth the nerves of a population at war living in a scarcity of doctors.

CEILINGS REVISED ON RECEIVER TUBES

TO COMBAT the black market in retail radio tubes, OPA has today revised ceiling prices on new standard radio replacement tubes for civilian radios and phonographs, effective May 20. The revision standardizes list prices throughout the country at the average March, 1942 level. Heretofore, manufacturers' "list prices" have varied for different sections of the country, and often a retailer whose pre-war price for a certain tube was low would obtain a price list showing a higher price and post this list as the prevailing one. Numerous instances were brought to OPA's attention which showed that consumers were charged three or four times the proper price for tubes.

The OPA action also specified the maximum service charge for testing radio receiver tubes when brought to the shop. When a portable or table model radio or phonograph is brought to a dealer's shop for tubes to be tested or replaced, the dealer may charge a maximum of 50 cents for testing all the tubes in the set. If the mechanism has to be removed in order to test and replace the tubes, the dealer may charge $1.00 for testing the tubes.

P&G Appoints B&B

PROCTER & GAMBLE, Cincinnati, has appointed Benton & Bowles, New York, to handle White Laundry soap, effective July 1. Media plans were not set last Friday.

H. H. RAINIER, formerly east-central manager of the Radio Division of Sylvania Electric Products, New York, has been advanced to the position of assistant manager of distributor sales in the Radio Division of the organization. Mr. Rainier will maintain offices in Sylvania's Chicago office.

Hon. John Karol
Columbia Broadcasting Co.
New York, N. Y.

Dear John:

We've really got a story of successful broadcasting in our account with Cohen Drugs, Charleston's largest chain drug group. You'll say so, too, when I tell you that Cohen's have just renewed their "Cap, Andy and Milt" live singing shows for the sixth straight year. I've always figured that getting a new contract is a good job, but getting a renewed contract for 1-2-3-4-5 and 6 years is really an accomplishment. Course I know Mr. Cohen doesn't keep on buying time just because he likes us, but rather because WCHS programs keep his cash registers jingling. And, oh yes, I almost forgot, it's eleven (11) WCHS quarter hours a week that carry Cohen Drug Stores' messages.

Regards,
Yours,
Algy

WCHS
Charleston, W. Va.

WCBM BLUE

A
QUALITY STATION
WITH
MASS APPEAL
IN A
RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Probers Subpena Fly Letter

(Continued from page 14)

added, there is at least one mobile unit carrying receivers, equipment for taking radio bearings at short range and for recording intercepted signals. Many of these units can communicate with each other by radio.

Mr. Jett explained that the portion of the spectrum which RID must police is over 300 times the size of the standard broadcast band on a home receiver. Licensed stations, he said, occupy that part of the spectrum from 10 kc to 300,000 kc and even this, he pointed out, is only part of the job as frequencies above 300,000 kc can now be used for radio transmission. For reasons of security, he told the Committee, he would not take up frequencies above 300,000 kc.

He asserted that in detecting subversive or other illegal use of radio, RID monitors continuously patrol the assigned limits of the spectrum and must be able to readily identify hundreds of thousands of radio signals they hear.

Mr. Jett took up in detail the radio direction-finding work of RID. He told of an incident in the course of routine monitoring as an illustration of how the direction-finding system operates. In this particular case, long-range finders in Oregon, California, Nebraska, Michigan, Georgia, Maryland and Massachusetts were brought into action to identify suspicious signals. They located the station in the vicinity of Peoria, Ill.

Three mobile units were dispatched from Chicago, Des Moines and Kansas City, taking bearings from various points in southern Illinois, which clearly showed that the illegal station was somewhere in the city of Peoria. The units then cruised the city itself, taking bearings which identified the neighborhood and finally locating the station in a designated house.

Mr. Jett described other uses of direction-finding, including interference to licensed broadcast stations due to improper operations of another station or some medical or industrial device generating interference. Direction-finding also is used in fixing the position of lost aircraft by taking bearings on a plane's position and advising the pilot by radio of the proper course to his destination, he said.

Another RID function described by Mr. Jett includes maintaining continuous surveillance of the technical operations of licensed stations which RID performs in cooperation with the Engineering Dept. field division. He pointed out, however, that RID has exclusive jurisdiction with respect to tracking down unlicensed transmitters and locating and eliminating interference regardless of whether it is caused by a licensed station or a commercial or medical device.

Other functions of RID, he testified, include the making of intercepts of foreign non-military radio-telegraph traffic for other agencies and recording foreign voice broadcasts for FBIS.

Mr. Jett traced the history of the RID back to the Radio Act of 1910 which placed jurisdiction over radio apparatus on certain ocean steamers in the then Dept. of Commerce and Labor.

Mr. Jett cited incidents in radio's development to show that all of the basic functions of radio intelligence performed by the FCC were part of the stock in trade of the old Radio Division of the Dept. of Commerce and Labor and to show "the extent to which the Department of Justice and the Coast Guard recognized the jurisdiction and sought the cooperation of the Radio Division with respect to law enforcement activities involving radio."

Intelligence Work Uninterrupted

Mr. Jett told the Committee that the radio intelligence work was continued in the Dept. of Commerce after the creation of the Federal Radio Commission in 1927 but this division of jurisdiction proved unsatisfactory and the Radio Division was transferred by executive order of President Hoover in 1932 to the Radio Commission.

Radio intelligence work was expanded under the Federal Radio Commission, Mr. Jett testified, approximately 75,000 frequency measurements of American and foreign stations being performed and more than 2,000 complaints investigated during the fiscal year 1933. Substantially all the basic radio intelligence functions of the FCC were undertaken by the Radio Commission as early as July 20, 1932, he said.

When the Communications Act of 1934 transferred functions of the Radio Commission to the FCC, he asserted, W. D. Terrell, who had been director of the Radio Division of the Dept. of Commerce and Chief of the Division of Field Operations of the Radio Commission, came to the FCC as Chief of the field division of the Engineering Department, which was originally charged with radio intelligence work. The continuity of radio intelligence work was thus maintained without lapse, he pointed out.

Under the Communications Act, Mr. Jett explained, the FCC is charged with surveillance of the entire radio spectrum to insure against unlicensed radio transmissions. Prior to July 1, 1940, such cases ranged from signals by amateurs operating without license to clandestine operations by race-track gamblers, smugglers, rum-runners and other law-breakers.

RID Expanded For War Emergency

This experience prepared the Commission for the more serious work ahead and expansion of its activities in radio intelligence following the national emergency was unanimously approved by the military, the State Dept., the FBI and other interested agencies, Mr. Jett declared.

When the hearings resumed Wednesday, Mr. Barger suggested that testimony relating to RID's beginnings in other agencies and exhibits relating to direction-finding operations be omitted from the record on the grounds of irrelevancy. He was overruled by Chairman Hart who declared that since the Committee permitted other Government agencies over which FCC has no control to be castigated in previous hearings, Mr. Jett's testimony should be included.

Mr. Jett then continued his recital on the expansion of RID to meet the needs of the national emergency. He recounted a few uses of radio by the Nazi fifth column in Europe, including German agents landed in Great Britain by parachute and carrying complete shortwave transmitters in their suitcases, secret radio transmitters found in Rotterdam before the Dutch invasion, Nazi spies in France dressed as French officers and transmitting misleading information to the French High Command by pocket shortwave sets.

Clandestine radio activities in South America and Mexico in which German agents transmitted messages on ship movements and

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND
Thompson L. Guernsey, President

Chirp Quirks

RADIO surveillance to track down enemy espionage activities has its lighter side as well as its more serious aspects, George E. Sterling, Chief of RID, told the House Select Committee to Investigate the FCC last week. In the case of one report of suspicious radio activity, he said, the offenders turned out to be crickets. In another case, a peculiar bird whose chirp sounds like the signal CQ, had monitors fooled for quite a long time.

reports of similar activities in the United States required that the nation and its possessions be "sealed" against possible illicit radio transmissions. With thousands of shortwave transmitters in the hands of private individuals and 60,000 amateurs operating, stern measures were necessary, he said.

To meet national defense needs, $1,600,000 was appropriated from the President's emergency funds on June 24, 1940 and funds necessary for RID upkeep have since been provided by Congress.

Section Expansion Upheld by Jett

Mr. Jett testified that both the Army and Navy "were fully apprised of the proposed expansion of the Commission's radio intelligence activities and both the Army and Navy approved and, in fact, afforded the Commission the fullest cooperation in putting the expansion program into effect."

He said that the Army made 40 posts available to the Commission in 1940 for temporary secondary monitoring stations, with the understanding that the Commission would find its own sites as soon as conveniently possible. This has been done in all but four stations, he declared.

An agreement with the Navy was made in July, 1940 placing responsibility in the Commission for surveillance of unauthorized transmitters not only in the United States but also in Hawaii, Puerto Rico and the Virgin Islands, Mr. Jett testified, and Rear Admiral Ingersoll, Acting Chief of Naval Operations, informed all naval ships and stations to this effect on Aug. 31, 1940.

Concluding his presentation, Mr. Jett defended the operations of RID and its qualifications for radio intelligence. He said that former Committee General Counsel Eugene Garey's charge that there was something improper or ulterior in elevating the Commission's radio intelligence functions from a section to a division "hasn't the slightest basis in fact".

He declared that what RID has done with its small unit is the best answer to the charges of waste and unwise expansion which were made by Mr. Garey.

Questioned by Mr. Barger, Mr. Jett said the FCC had no intention of having Army and Navy witnesses present testimony.

He estimated that foreign programs recorded daily for FBIS would aggregate 1½ to 2 million words a day. He said a "very large" number of frequencies are dealt with in RID's lesser operations.

In reply to further questioning, he said that Congress has made three different appropriations for land purchases for monitoring stations and that FCC has never bought land without Congressional authority. He said site for primary stations averages 200 acres. All but four of the secondary stations are on leased land, he added.

Questioned at length regarding a computation offered by Mr. Barger to contradict his testimony that RID maintains "continuous" monitoring of the radio spectrum, Mr. Jett explained that patrolling of the spectrum is analagous to a policeman patrolling his beat. He said that RID could not possibly patrol each signal 24 hours a day any more than a policeman can patrol each house on his beat 24 hours a day.

To maintain "strictly continuous" monitoring of the spectrum would require some 20,000 men, he estimated.

He said he was glad to have Mr. Barger's computation go into the record because "it looks absolutely silly".

Questioned regarding the former 500 kw transmitter of WLW, Crosley Corp., Cincinnati, he said the station was dismantled and that he did not know whether it is being used for OWI's new station in Great Britain or where it was sent.

He said the RID direction-finding operations entered into the conviction of 30 Nazi spies by the FBI.

When Mr. Barger asked Mr. Jett to comment on Commissioner T. A. M. Craven's opinion of RID, he said: "I've given two days of comment on that".

"Do you disagree with Craven that RID is inefficient and amateurish?" Mr. Barger asked.

"Yes", Mr. Jett replied.

"Have you heard criticism of the RID from the Army and Navy?" asked Mr. Barger.

"I've never heard anything but praise from the Army and Navy regarding RID", said Mr. Jett.

One of 70 Signals Checked is Bad

On Thursday the Committee heard a detailed presentation by Mr. Sterling of the RID operations relative to uncovering clandestine radio activity. He demonstrated how radio bearings were taken to locate important enemy transmitters.

Mr. Sterling estimated there are about 100,000 stations, commercial and Government, in the U. S. alone, as well as more than 100,000 U. S. military transmitters of various kinds. "Conservatively estimated," he said, "the number of stations throughout the world exceeds half a million. Of course all of these stations are not on the air all the time, and many of them operate on frequencies which are useful for only very short range transmission and hence are not important from the point of view of transoceanic clandestine operations. Nevertheless the task of separating the clandestine stations throughout the world from the half million or more authorized stations is no easy one.

"In cruising through the spectrum, RID monitors examine approximately 70 signals for each unidentified or suspicious signal that is turned up; that is to say, 69 out of 70 signals are satisfactorily identified by our monitoring stations after a sufficient sample of the transmission has been intercepted."

He declared that hundreds of suspicious signals are reported to RID each month, that more than 6,000 radio bearings are taken monthly and more than 800 charts prepared each month showing locations of the sources of the signals.

Between July 1, 1940, and Jan. 1, 1944, he testified, the Commission located some 361 unlicensed transmitters in the U. S. and its territories, all operating in violation of the Communications Act. During the same period 8,673 cases of other alleged unlicensed or subversive transmissions were investigated, of which approximately a third involved reports of subversive activities.

Mr. Sterling gave the Committee a detailed account of the discovery two days after Pearl Harbor of a station operating on a frequency capable of transatlantic transmission. He told how the RID brought into play its various types of direction finders to finally fix the location of the transmitter at the German Embassy in Washington. The signals of this station was intercepted almost as soon as it went on

WHAT'S HOLDING YOU BACK IN BARRIER(Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC. National Representatives

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUND GUARANTEE

5000 WATTS

Coast to Coast
Lehigh radiator towers are standard equipment for stations who demand the finest towers reliably engineered.
Lehigh is now producing for Victory. After Victory, for FM, AM or Television....
BUY LEHIGH
Radio Division
LEHIGH
STRUCTURAL STEEL COMPANY
17 BATTERY PLACE, NEW YORK 4, N. Y.
Plant at Allentown
Offices in Principal Cities

WDRC
CONNECTICUT'S PIONEER BROADCASTER
$7,595 PER FAMILY!
That's the 1943 Effective Buying Income in Hartford, as just published in Sales Management's Survey of Buying Power. Write WDRC, Hartford 4, Conn., for new brochure giving complete details.
USE WDRC TO CONNECT IN CONNECTICUT

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

the air and the RID had located the transmitter before it had succeeded in making contact with Germany. He added that the discovery was immediately communicated to the FBI and the State Dept., which took charge of the matter from that point.

Illegal Stations Spotted by RID

Mr. Sterling said that RID's success in tracking down enemy transmitters in this country caused Axis agents to give the United States a wide berth and to concentrate their activity in South America. He said that Japanese officials vetoed a proposal by Japanese agents to establish a clandestine station here in 1941 fearing that FCC would discover it as soon as it went on the air.

Referring to former Counsel Garey's charges that RID operations have not been of a serious character, Mr. Sterling declared:

"I readily admit that this country has been practically free of espionage radio activity, and I am extremely proud of that fact. Instead of being an indication of the inadequacy of RID, as former counsel seemed to think, to me it is positive proof of the complete effectiveness of our operations. The success of RID, like the success of any police organization, is properly measured, not by the amount of crime which is detected, but rather by the organization's success in preventing illegal conduct and maintaining order."

Mr. Sterling stated that almost half of the reports of suspicious signals received by RID since July 1940 came from the Army, Navy and FBI. Some of these reports, he said, involved surveillance of Japanese internees at War Relocation camps. Within the last few weeks, as a result of RID surveillance, operators of a station broadcasting Japanese programs at Tule Lake were indicted by the Federal Grand Jury for violating the Communications Act, he added.

Mr. Sterling expressed confidence that RID is prepared to cope successfully with any attempted enemy espionage radio activity. In support of this belief, he cited various instances in which RID has located espionage stations in the United States, Latin America, and throughout the world.

Mr. Sterling devoted a large part of his testimony to the role played by RID in assisting Latin American nations in eliminating enemy espionage activities. He told of RID intercepts which uncovered widespread Nazi activities in South America, resulting in severe loss of American lives and property. He submitted excerpts from radio communications from Axis agents in South America to Germany regarding ship movements, air traffic, and American airplane production.

As a result of RID activities, he said, a program in South America to eliminate illegal transmissions was effectuated. The division sent engineers to various South and Central American countries to determine the location of the transmitters and to help install monitors and direction finding equipment. Training in radio intelligence was also given to 30 South Americans at the divisions station in Laurel, Md.

Government Approval On So. America Work

Approval of the RID operations in South America was submitted to the Committee through correspondence from State Department officials to the commission. Acknowledgment of FCC services in Chile was cited in a letter dated Dec. 15, 1942, from Assistant Secretary of State Berle which stated:

". . . The results in the undertaking to locate and eliminate clandestine radio stations in this hemisphere have been most gratifying. On behalf of the State Department, I wish to take this opportunity to thank you and your staff for the valuable assistance which has been and is being rendered to this Department".

Mr. Sterling told the Committee that his experience in radio dates from 1908 when he established his first amateur station. He was a radio operator with the merchant marine and during World War I was ordered to the First Corps School of the Infantry in Gondrecourt, France, to study radio signal tactics. Later he was commissioned a 2nd lieutenant in the Signal Corps Reserve.

Following the war he went back to sea as a radio operator and later became a radio inspector for the Radiomarine Corp. of America. In 1923 he was appointed radio inspector for the Bureau of Navigation of the Dept. of Commerce and in 1935 he became Inspector in Charge of the 3rd Radio District for the old Federal Radio Commission.

In 1937 he was appointed Assistant Chief of the Field Division of the FCC Engineering Department and became chief of RID in June, 1942. His experience in the enforcement of radio laws, regulations and treaties embraces more than 20 years.

Mr. Sterling is the author of "The Radio Manual", a textbook on radio theory, communication equipment and procedures. More than 46,000 volumes of the book have been sold, he testified.

Correspondence of the FCC with the OWI, FBI and other Government agencies, classified as "confidential", was submitted Friday by Mr. Denny for the Committee's perusal but not for the public record, he said. Mr. Barger questioned the propriety of OWI "binding this Congress" by classifying certain of its documents "confidential".

"Well I should say the OWI cannot bind Congress," remarked Acting Chairman Hart. "I hope we haven't yet come to that." Rep. Hart ruled that the exhibit, since it was submitted voluntarily, would be considered in executive session and, if the Committee deemed it necessary, would subpena any portion for the public record.

Cross-examination of Mr. Sterling on his statement Thursday consumed most of the session. He admitted that "long before Pearl Harbor" FCC mobile units were patrolling "certain embassies" in Washington at the request of the FBI.

His testimony that FCC engineers were sent to South America to track down "spy" stations at the request of the State Dept. caused considerable argument in which Rep. Hart, Mr. Barger and Mr. Denny engaged. Mr. Denny was asked and agreed to furnish for the record a reply to the question: "Where did the FCC get its authority to send representatives to South America?"

Charles A. Ellert, technical supervisor of the RID, read a prepared statement in which he cited 30 instances where the FCC tracked down interferences in various areas of the country, some of them at the request of Army and Navy officials. When he concluded his testimony Mr. Barger asked: "The functions which you have just detailed are regular normal, peacetime functions of the FCC are they not?". Mr. Ellert said they were.

Army Policy Emphasizes Non-Partisan Broadcasts

STRICT IMPARTIALITY must be observed by Army stations in rebroadcasting political speeches and programs in the forthcoming campaign, the War Dept. last week reminded all commanding officers in both the U. S. and overseas posts.

"The burden is on the Army," said the order, "to see that the information and entertainment which it furnishes to the soldiers is either (1) nonpolitical or (2) if political, is justified by presentation in strict accordance with the allowed exceptions." Army's policy on rebroadcasts follows:

(1) No recordings, or direct relayings, of political speeches will be made by the Army, except by, or in accordance with prior approval obtained from, Morale Services Division, Headquarters, Army Service Forces.

(2) Morale Services Division is responsible for strict adherence to the above-quoted provision of the Act in making any recordings of political speeches for rebroadcasting or in itself rebroadcasting any such recording or in itself directly relaying any such speeches.

(3) Any recordings of political speeches furnished by Morale Services Division for rebroadcasting singly or in combination, if used by any element of the Army over any type of radio station, will be rebroadcast exactly as furnished.

(4) All requests for equal radio time by political parties of the kind specified in the statute will be referred to and acted upon only by Morale Services Division."

Beer Discs on 9

CENTLIVRE BREWING Corp., Fort Wayne, sponsors a half-hour program entitled *Lazy Listening*, recorded at WOWO Fort Wayne and sent to WTOL WIBC WTRC WLBC WHBU WASK WKMO WKBV for rebroadcast.

Hundley Shortwave Aid

JOHN W. HUNDLEY, has been appointed assistant director of CBS shortwave broadcasting, a newly created post. Active in shortwave for past six years, Mr. Hundley, has served as acting director of shortwave programs of CBS for the last few months.

Kobak Says Video Plans 'Oversold'

Previews Delay in Television Before Advertising Club

TERMING premature the attitude of those who have "oversold" the immediate post-war possibilities of television, Edgar Kobak, vice-president of the Blue Network, said last week that television "will not be here as fast as some people think. Stations and sets must be built first." Mr. Kobak spoke before several hundred advertising agency and radio men at a luncheon meeting, May 11, of the Chicago Federated Advertising Club in the Hotel Sherman.

Stating that radio engineers are "way ahead" in their plans for television, he commended both CBS for its stand against wishful thinking in regard to the sudden post-war emergence of commercial television, and the agencies that were spending their own money to learn the mechanics of television, which, he said, would unquestionably be "the greatest medium of communication".

Blue Policy

Following a resume of the rise of the Blue Network from 71 to about 183 stations since its separation from NBC, Kobak said they might profit by the example of the Blue's policy of "balanced editorial content" in radio, fashioned after successful publishing. Programming, departure from established tradition, new ideas and believing they are the industry's "leaders," has been responsible for their success, he added.

Kobak said Blue salesmen were out to sell broadcasting first and then the network, and gave as proof of the value of that policy the rise for Blue coverage of from 5 to 6 million more listeners than it had three years ago. He announced the Blue's sustaining *Town Meeting of the Air* program would soon be sponsored, later adding that he believed the Blue would be "sold out some time this fall".

OWI Needs Men

FOREIGN language writers, announcers, translators, editors and radio production men with expert qualifications in one of the Western European languages as well as English are needed by the OWI for psychological warfare overseas, "in view of impending military operations", the OWI Overseas Branch, New York, announced last week. An OWI spokesman emphasized that the overseas work is extremely trying and living accomodations are poor. Applications should be made to the Radio Recruiting Desk, Outpost Service Bureau, Office of War Information, Room 502, 250 W. 57th St., New York 19, N. Y.

ROGER W. CLIPP, president of WFIL Philadelphia, was nominated first vice-president of the Poor Richard Club, Philadelphia organization of advertising men.

Blue Honors La Roche As He Takes New Post

CHESTER J. LA ROCHE, who last week assumed his new duties as chairman of the Blue Network executive committee, was honored guest at a luncheon last Friday at the University Club, New York, given to introduce him to the network's officers and department heads.

Former board chairman of Young and Rubicam and for the past year chairman of the War Advertising Council, Mr. La Roche purchased a minority interest in the Blue about the first of the year and at the same time became a director of the network and chairman of its executive committee [BROADCASTING, Jan. 3]. Illness prevented his becoming active at the Blue until now.

RADIO AND PRESS CRITICIZED BY FDR

RADIO NEWS handling of the Government seizure of Montgomery Ward & Co., along with the manner in which the press reported the story, drew criticism last week from President Roosevelt at his first news conference following his return to the capital.

Defending the Government's action, Mr. Roosevelt outlined the Ward case history and remarked that the country didn't know about it because of the manner in which radio and the press had handled it. He wasn't making any charges, he said, but merely stating a fact.

On several occasions President Roosevelt has criticized newspapers for the manner in which they have reported certain stories and he has singled out certain radio commentators whom he thought were prejudiced, but White House correspondents recalled that this was the first time in their recollection that the Chief Executive has linked radio and the press as equal news media.

AFRA Pact Approved

REVISED transcription contracts, negotiated last fall between the American Federation of Radio Artists and the employers of talent for transcribed programs, were approved in full last week by the National War Labor Board. Contracts bring transcribed programs into parity with live broadcasts, calling for increases of 30% for programs of 15 minutes or more and of 100% for spots of five minutes or less, retroactive to Nov. 1, 1943. Contracts run for one year, expiring concurrently with AFRA's network, commercial and sustaining contracts on Oct. 31, 1944. [BROADCASTING, Nov. 8, 1943].

Defense Plant to WE

WESTERN ELECTRIC Co. will take possession of the Defense Plant Corp. factory at Scranton, Pa. under an agreement reached May 11 to enable Western Electric to transfer a portion of its wire and wire-products operations from its works in Baltimore where additional production for the Armed Forces will then be undertaken.

AFM Resisted

(Continued From Page 9)

other IBEW locals throughout the country .

The IBEW members expressed themselves as "unalterably opposed" to giving up any of their functons to the AFM and called upon the officers of the national organization to clarify the details of any action taken.

It is expected that a number of other IBEW locals will follow the action of the Washington technicians in resisting the Petrillo move. Protests had previously been made by IBEW members in San Francisco who had asked the concurrence of Los Angeles technicians in opposing the agreement.

Early action on the dispute was indicated as a result of NABET's strike threat. Counsel for the union expected that the Secretary of Labor would certify the case to the NWLB. NABET would then ask that a restraining order be issued to safeguard continuance of its jurisdiction pending settlement of the dispute.

SHIFTS OF KAVE, KTKC ARE SOUGHT

APPLICATION was filed with the FCC last week requesting consent to transfer control and license of KAVE Carlsbad, N. M., from Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller doing business as Carlsbad Broadcasting Co. to a new corporation of the same name for $22,000.

New owners would be Val Lawrence—president (52.6%), now general manager of KROD El Paso, Tex.; Gene Rethmeyer—treasurer (21.1%), KROD salesman; Norman R. Loose—vice-president (10.5%), newspaper advertising; and Edward W. Talbott—secretary (15.8%), chief engineer of KROD. None hold any ownership interest in the El Paso outlet. Messrs. Hubbs and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests in order to devote more time to that station, it is stated.

Filed also last week was the application of KTKC Visalia, Cal. for voluntary assignment of its license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same persons and Morley M. Maddox and Charles A. Whitmore, replacing the Visalia Publishing Co. interest, and operating under the same name. Messrs. Maddox and Whitmore, owners of Visalia Publishing Co., have been identified with the KTKC licensee through the interest of their company, which is planning dissolution and liquidation. The company has been publishing the *Visalia Times-Delta*.

Sylvania Deal

SYLVANIA Electric Products Inc., New York, has practically completed negotiations for the purchase of the capital stock of Colonial Radio Corp., Buffalo. Colonial is a manufacturer of radio receivers, principally for Sears, Roebuck & Co. and auto manufacturers.

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

24 Hours a Day!

WOL WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

AP
WBCA, Schenectady, N. Y.
. . . your Telescript sales presentations have been most helpful. . . think these sales helps the most constructive sales aids we have received from any source.
Leonard L. Asch,
President
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WRBL
SHOWN BY LATEST HOOPER SURVEY TO HAVE
2 out of 3
COLUMBUS LISTENERS
1230 KC — CBS
Rep. by SPOT SALES
139,706 Metropolitan Population with the plus bonus of FORT BENNING America's largest permanent Infantry School.
COLUMBUS, GA.

Board Supports Ryan Program

(*Continued from page 10*)

Barney Lavin, WDAY Fargo, N. D.; and Harry R. Spence, KXRO Aberdeen, Wash.

After receiving a progress report of the NAB Music Committee regarding conversations with ASCAP on interpretation of its per-program contracts, the board commended the committee for its work and re-referred the whole matter to it for the issuance of a complete statement. Some 100 communications from stations had been received regarding ASCAP's interpretation of the contract terms.

Also on the music front, the board heard reports from Sydney M. Kaye, vice-president and general counsel, and Merritt Tompkins, general manager of BMI. They outlined the present status of BMI and discussed its problems as radio's wholly-owned music subsidiary. Mr. Ryan has become president of BMI in succession to Mr. Miller.

After hearing a report from Don S. Elias, WWNC Asheville, N. C., chairman of the legislative committee, on the status of the White-Wheeler bill, the board adopted a resolution praising the committee for the constructive results attained. Mr. Elias said it was possible that a bill would be presented to the full Interstate Commerce Committee within a week or ten days.

On the important WMAL matter, in which AFRA is seeking payment of staff announcers upon a fee basis, the board adopted a resolution instructing President Ryan to take whatever action he deemed advisable to assist WMAL in its case before the War Labor Board.

Two resolutions recommended by the NAB Sales Managers Executive Committee, dealing with radio sales promotion, were adopted by the board. They follow in full text:

WHEREAS the NAB Board of Directors recognizes the desirability of a public relations effort on the part of the radio industry, as evidenced by requests from stations throughout the country following the showing of "Air Force and the Retailer," therefore,

BE IT RESOLVED that the NAB Board of Directors suggests to the President that a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee, be appointed to investigate the possibility of making a talking motion picture or some other suitable presentation that could be used by radio stations before schools, civic organizations, trade groups and for general consumer showings through motion picture theater channels.

* * *

WHEREAS the NAB Sales Managers Executive Committee has investigated the advantages and disadvantages of the so-called Continuing Discount Clause and believes that its inclusion in the NAB-AAAA Standard Contract for Station Facilities would be advantageous alike to broadcasters and advertisers, and

WHEREAS the provision of a continuing discount is believed to be the practice of a majority of broadcasting stations, now, therefore,

BE IT RESOLVED by the NAB Board of Directors that the following CONTINUING DISCOUNT CLAUSE be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAAA Standard Contract for Station Facilities as a new paragraph (d) under section 5:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts."

In which event, present paragraph (d) will become (e), etc.

ENGINEER'S EYE-VIEW of the transcription of his "message of the day," broadcast seven days weekly over WMAQ Chicago, is provided Edward J. Kelly, mayor of Chicago (center), by Frank Chizzini (left), manager of NBC's Radio Recording Division, and Phil Stewart, director of radio of Roche, Williams & Cunnyngham, Chicago. Mr. Stewart also heads radio activities of the Chicago Office of Civilian Defense.

NRDGA Clinic Results

AS A RESULT of the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati early in April, Frederic W. Ziv Inc., Cincinnati-New York, last week disclosed that 53 department stores now sponsor the teen-age transcription *Calling All Girls Radio Club of the Air* [BROADCASTING, March. 6].

Hope Leads Hooper

HOOPER RATINGS for the top ten Pacific Coast evening programs in the May 9 report show Bob Hope in the lead. He is followed by Red Skelton, *Fibber McGee & Molly*, Frank Morgan-Fanny Brice, *Radio Theatre*, *Charlie McCarthy*, *Aldrich Family*, *Mr. District Attorney*, *Great Gildersleeve*, and *Ellery Queen*. Report for the March-April period discloses that the average evening program rating of 9.1, is down 0.4 from last report, down 0.7 from a year ago. Average evening sets-in-use of 31.9, is down 1.8 from last report, down 1.1 from a year ago. Average evening available audience is 76.2, is down 2.1 from last report, down 1.6 from a year ago.

COMIC STRIP of Gertrude Berg's *The Goldbergs*, sponsored on CBS by Procter & Gamble Co., will make its debut in the *New York Post* on June 5. It is planned to syndicate the strip in localities in which there are CBS outlets for the program.

Paramount on Yankee

PARAMOUNT PICTURES, Inc., New York, on May 25 starts a series of daily live spot announcements for two weeks on the Yankee Network for their new film, *"The Hitler Gang."* A total of $20,000 has been appropriated for the radio campaign in New England and approximately 85 spot announcements will be used per station weekly. Agency is Buchanan & Co., New York.

April Gain

MUTUAL billings for April amounted to $1,675,609, an increase of 74.2% over the same month in 1943 when the total was $961,918. Accumulative billings for the first four months of this year stand at $6,848,778—an increase of 84% over the comparable period in 1943. Last year's figure was $3,721,640.

Correction

PICTURE caption under the group shot on page 46 of the May 8 BROADCASTING, showing executives of WLW Cincinnati and the Wiedemann Brewery, should have carried the name of James E. Brey (third from right) as sales manager of the brewery instead of James E. Wiedemann.

KFXD Assignment

APPLICATION was filed with the FCC last week for voluntary assignment of license of KFXD Nampa, Ida., from Frank E. Hurt, owner of the station, to a partnership composed of Mr. Hurt and his son, Edward P. Hurt, chief engineer of the outlet for the past eight years. Mr. Hurt and his wife have deeded half of the property to their son.

Tidewater Spots

TIDEWATER Associated Oil Co., New York, on May 15 starts a series of 35 weekly quarter-hour transcriptions, *The Story of Your Name* on KGLO WNAX WDAY KFYR WEAF. Station list will be expanded later. Agency: Lennen & Mitchell, New York.

Emergency Frequencies

THREE frequencies, one medium and two very high, were designated by the FCC last week in amending its Rules and Regulations for emergency use by municipal fire stations in localities of 150,000 persons or more. Heretofore assigned for the use of marine fire stations, the designated frequencies—1630 kc, 35580 kc and 37740 kc—will help alleviate peak message traffic on police facilities during fire emergencies.

★ ★ ★ ★
WSYR
The Only NBC Station
Covering
Central New York
—including over 40% of farms in the state.
★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

Tips From Linnea Nelson

(*Continued from page 9*)

various so-called circulation figures cannot be compared accurately one with the other—but does that matter to the account man, whose problem it frequently is to decide whether the budget will go into magazine, newspapers or radio. Of course it doesn't—he wants everything boiled down to black and white figures without any explanations.

Various groups have worked for years to attempt to get radio stations and networks to adopt one uniform plan. Meetings are held—there are arguments because Joe Doakes likes his system better than his competitors—meetings end—and nothing happens. And have they ever taken a complete over-all vote of the buyer's opinions? Even if they tore up the votes later they could at least find out what it is the buyer needs to know before selling the account man or advertiser.

The main trouble seems to be that too many concerned with working out a recommended plan are looking for the final plan that will serve for all time. I don't think we can hope to achieve that as yet—but I do think it is about time—in fact long since has passed the time—that radio people get together and adopt a standard plan—and used that standard plan until further experiments showed that something better would be found.

Adopt Standard Plan

My early days in radio date back prior to the publication of the standard rate book. And to the days when we drew circles around a city to indicate station coverage—the size of the circles was dependent on the wattage of the station. Then came attempts at coverage surveys—and directional antennas. One job I remember well was writing two presentations in the same day . . . one for an advertiser whose distribution ran north of the city desired and another for an advertiser whose distribution ran south of that city. The directional antenna did the trick for those two different stations in the same city. And for weeks I wondered whether the two men ever compared notes!

On the basis of the various kinds of surveys that come to my desk daily I often wonder whether we've made very much progress beyond the guess-work involved in those early circles!

Spot broadcasting has certainly "come of age" at this point and stations should be able to meet on a common ground. Many have been stubbornly holding out in connection with little details that have nothing at all to do with the selling, buying or actual use of radio time—and merely hamper smooth operations.

Simplify Rate Cards

Among the timebuyers pet hates are the varied and very confusing rate cards. There is no standard set-up. Each of the four networks has different methods of computing discounts. The newest is the full network discount and some mathematical expert has figured out that if the network company cannot deliver the full network you are penalized as far as discount is concerned. If a certain percentage of the stations ordered cannot take the program, your full network discount is reduced by that percentage until it is liable to become 9.65456789%. And then you apply that percentage to the total amount you would have spent if you had been able to get all the stations. Even their own salesmen can't figure it out . . . and then the client wants an explanation. Hours I could have spent doing plans for adding stations, I spend explaining these things.

But here I started talking about "spot broadcasting." I have never counted the various forms of rate cards. There must be dozens of them. One station will list rates one way—another a different way. Some stations have a 52-time rate, others a 52-week rate, others a discount based on the number of times used weekly or the dollar volume weekly. Then again, rates are broken down for the different hours of the day or evening. In some cases you can combine day and evening to earn a rate and in others you can't. I don't care how the rates are set by the station—let them charge whatever they think they are worth—but when you think of hundreds of estimators doing the same figuring, in various parts of the country, for similar services—when stations could publish a simple card with all the discounts already figured—it seems mighty ridiculous.

I can think of no better punishment than to make every station manager, commercial manager, sales manager and salesman sit down and figure out a 50-station campaign—most of which stations he would not be familiar with. And then they ask timebuyers and their groups why they burn the midnight oil.

Then you start querying for availabilities. And the way some of these are submitted shouldn't be mentioned! Somewhere in this space of time you agree with:

First—The account man or client to convince them that they won't be able to get all the one-minute spots they want in good position on a single station. You talk local programs. Sometimes you win. You talk station breaks. The copywriter can't get the message into so short a time. You've sold the advertiser on the value of a break against a minute—so the copywriter hates you.

Next—When all are agreed, you try to get permission from the account man to buy whatever is really good without first submitting it to the client. The account man says "no". So while he's considering your recommendations, you lose all the good positions and the client raises the roof. So the account man comes to you with a red face and says—"You win—from here on buy!" I'd love to be the owner of all the good positions lost in this way.

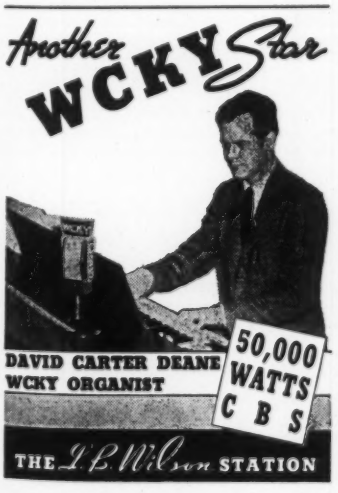
Third—The stations start getting copy or transcriptions. The buyer of course hasn't had time to read or listen to all the commercials. There is a radio code that writers try to live up to—but there is no central approval point. What one station thinks is excellent copy—and tells you so—another station turns down. The networks have approved the copy in many instance—but there is a station that says ,'no-no-no." The stations then blame the buyer for putting one over on them—the copywriter says you've lost your "touch" in dealing with stations because they won't accept. Then we all listen to the radio and hear lots worse copy on the air for a competitor.

Clear Contract Forms

When the locations are set and the costs figured, you get a campaign approved and start placing contracts. The majority of the stations have accepted and adopted the standard 4A contract form. But there are still too many stations that have not. What does this mean? It means that after your contract goes out, the station types up the information you have sent out on your form, on a form of its own, and returns it to you so that you have to have someone check the schedule, rates, clauses, and any other details against the contract you sent out. Then you sign all four or six or more copies, initial any clauses that have to be deleted on both the front and back of the sheets and return the contracts to the stations. Then someone there executes them and they are returned to you to be attached to the carbon copy of the contract you originally sent out. Can you imagine what it would be like if you had to go through this routine for every station in the country? And all because certain stations or groups stubbornly insist on keeping their own contract forms.

Some of these things are taken into consideration by the buyer when recommending a station for a campaign. If another good station is available that is easier to work with—that one is on the recommended list.

Buyers are known for tearing apart station promotion—but I



A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
October 1943 thru February 1944

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	41.7	12.6	35.5	8.7

A 5-MONTH RECORD TO BE PROUD OF!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

SPORTS
MUSIC
NEWS
WHN
★

YOUR MARKETS ARE MOVING
South!
We sell the new Savannah Seaboard Market—at the lowest per-person cost of any medium.
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

wonder how many of you have seen the amount of mail that comes over a timebuyer's desk daily. It all starts like this—a lot of stations write and ask you which publications you read so that they will know which ones to advertise in. You fill out the blank and return it—that is—if you want to. Then the publications come in. You spend odd moments—even while commuting or waiting for the dentist—reading through the trade publications so that you know what goes on and what your competitors are doing. Then day after day every doggone station is sending you reprints of the ads they are running in said publications. On a spring day like today I want to make little paper airplanes of all these reprints and sail them out the window. But I manage to preserve some semblance of dignity and toss them quietly into the waste basket. Station promotion should be factual, interesting and concise—and there is a difference between advertising material and promotion developed for a specific purpose.

No matter how many times you ask stations to quit sending you the weekly program releases—that are usually out-of-date by the time you get them—they continue. That adds to the wastebasket pile. It is really much easier to check with the New York rep for the latest information regarding program schedules—and as he doesn't seem to have so much time to sell nowadays he should be delighted to *look over* the list of stuff and agencies he's sold in the past!

What I'm driving at is that there's a lot of useless motion, energy and material wasted that could be put to a far more intelligent purpose.

Another thing that makes the buyer break out in a cold sweat—the first glimpse by the account man and the client at each new program-rating report.

Program Rating

There is one fervent prayer in the minds of time buyers today—and that is for the war to come to an end. That prayer is, of course, in the minds and hearts of all of us—but for buyers it has a very special significance. We thought we had trouble several years ago when it came to checking and proving sales in the areas covered by radio advertising. Today many advertisers' sales potentialities are limited—and everybody in the manufacturer's company, whether or not concerned with advertising, has become a research expert and the worry is continually about the program rating—and how it compared with the leaders and with the competitors.

Every tenth of a point is watched. Whenever the rating goes up, it's as a result of a good program. When a rating goes down, the time buyer has bought the wrong network, or the wrong station, or the wrong day or the wrong hour. Even if the rating goes up slightly, but the competitor's rating goes up more—the buyer must answer. So immediately the machines start working, charts are referred to, histories are checked—everything possible is done to prove that the campaign is still a good buy — and when the typist finally gets the report out of her machine the day of the new report has arrived and the rating is up and you breathe a sigh of relief with trepidation as to what the next report will bring.

Come the end of the war and sales results will again take first place—and if sales are as good as we think they're going to be, life will be comparatively simple. We buyers are always looking forward to utopia—if we didn't combine that with a sense of humor we'd all go completely mad. No matter how bad things seem when we look back on them, we're always sure that the future cannot be worse.

I could probably go on airing the timebuyer's gripes for hours—but I'll at least leave room for some of the others to have their say another day. We do get together at times and weep on each other's shoulder.

Don't think radio won't have to be sold after the end of the war—it will. Radio will be used by advertisers solely to make sales—not to keep their names in the public mind.

And all those who cry that they have nothing to sell today and therefore need not do anything constructive in that direction—might spend their time improving the business end of radio because competitors in other forms of media are working hard to show how ably they give more for less—and in language everyone can understand even if they do not fully accept it. And today the greater part of our job rests on the mighty thin air we as buyers must continue to sell.

Yes, it's hell at times—but we love it.

CAB Ratings

KAY KYSER'S *College of Musical Knowledge* and Bill Stern's *Sports Newsreel* are rated most popular evening network commercial programs in the full-hour and the quarter-hour once weekly classifications, according to the April report of the Cooperative Analysis of Broadcasting which for the first time covers programs broadcast from 10:30-11:30 p.m. [BROADCASTING, May 1]. Red Skelton ranked fifth among the half-hour evening programs, according to the CAB report, in which 14 late evenings shows were given their first national ratings.

Four Leave Agency

FOUR executives of Pedlar, Ryan Lusk, New York, have submitted their resignations to the agency—Lawrence L. Shenfield, Francis J. Doherty and Donald K. Clifford, vice-presidents, and Arthur Cobb Jr., secretary-treasurer.

SIX REASONS why Ray McIntosh, WBEN Buffalo announcer, claims that he's the champion father of radio are (l to r) Billy, Dick, Stuart and Brenda. Jimmy and Virginia, twins, are seated in Papa MacIntosh's lap.

New Canada Data Explained to AMA

FUNCTIONS, scope and mode of operation of the new Bureau of Broadcast Measurement were explained by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters in addressing the American Marketing Assn. at its luncheon meeting May 11 (see address by Linvea Nelson on page 10).

"If broadcasters want under all conditions of business to secure a share of the advertisers' dollars," Mr. Bannerman said, "they must of necessity provide the advertiser and advertising agency with information in which he has confidence." As far back as February, 1942, Mr. Bannerman pointed out, the CAB had passed a resolution for setting up a joint committee of Canadian advertisers and representatives of the Canadian Assn. of Advertising to establish an authoritative method of measuring broadcasting stations' audience and their listening habits.

Coverage Question Studied

The Joint Committee, Mr. Bannerman pointed out, set out to study the question of coverage and was faced with the following three requirements: 1, method of measurement must be standard for all stations; 2, method must be acceptable to advertisers and agencies; 3, method must arrive at the happy medium of effectiveness consistent with reasonable costs.

To meet these requirements, the Bureau of Broadcast Measurement has evolved a "Controlled Ballot Method" which provides a uniform standard for measuring the coverage of all Canadian stations at a cost that is within limits that can be carried by the industry. Method consists of sampling a carefully selected cross-section of radio homes using the same type of ballot as that used by CBS.

Digest to Sponsor Air Town Meeting

Full Blue Taken, Beginning In September; Same Format

ANNOUNCEMENT that *America's Town Meeting of the Air*, probably the country's best known forum discussion broadcast series, will go commercial under the sponsorship of Readers Digest Assn., Chappaqua, N. Y., publisher, is expected to be made Tuesday, following a meeting of the board of trustees of Town Hall Inc., New York, owner of the program.

Arrangements are understood to call for the publishing company to begin sponsoring the program in September, continuing for 52 consecutive broadcasts. Program format will remain unchanged, with George V. Denny Jr., president of Town Hall, as moderator. It is understood the sponsor has agreed that full control of the program, including selection of both the subjects to be discussed and the speakers, is to remain with Town Hall.

Nine Year Sustainer

Series is to be aired over more than 173 Blue stations in the present time, 8:30-9:30 p.m. Thursdays. Time costs, after deduction of discounts for volume and for 52 weeks of consecutive broadcasts, were estimated in the neighborhood of $600,000 for the year. How much *Readers Digest* will pay Town Hall for broadcast rights was not revealed. Agency is BBDO, New York.

Program, which has been on the air since 1935 as a sustaining feature, has been reported as "under consideration" or "about to be sold" a number of times since it was made available for sponsorship two years ago. B. F. Goodrich Co., and more recently *Newsweek* magazine and the New York Stock Exchange have been named as prospective sponsors.

Readers Digest, with the largest circulation of any American magazine, has in the past used spot radio to advertise special articles and in the fall of 1942 used daily spots on four college campus radio systems. Magazine has considered network radio on several occasions, in 1942 sponsoring a one-time broadcast of Elmer Davis on WABC New York, reportedly as a test for a network campaign, and last fall announcing that it would sponsor Frazier Hunt on the Blue, but cancelling before the first broadcast.

A radio version of the magazine, *Radio Readers Digest*, comprising dramatizations of feature stories and adaptations of other materil from the publiction, is broadcast on CBS, Sunday, 9-9:30 p.m., under sponsorship of Campbell Soup Co., Camden, placed by Ward Wheelock Co., Philadelphia.

WMAQ Chicago, coinciding with the expanded NBC network service, on May 5 added an hour to its broadcasting day, extending the closing time to 2 a.m.

Robert M. Thompson Sr.

ROBERT M. THOMPSON Sr., 61, pioneer Pittsburgh broadcaster and commercial manager of WJAS and KQV Pittsburgh, died May 6 following a long illness.

Mr. Thompson had suffered from a blood malady similar to that which proved fatal to Lou Gehrig, New York baseball star. He had undergone treatment in recent months in New England but had returned to his home in suburban Pittsburgh a short time ago.

Mr. Thompson entered radio with Hugh J. Brennan, principal owner of the Pittsburgh stations, in 1922. He served as advertising manager of Pickering's Furniture Store, a well-known Pittsburgh house owned by Mr. Brennan, before establishment of WJAS. KQV and WHJB Greensburg subsequently were acquired.

Mr. Thompson was born in Pittsburgh. He is survived by his wife and brother, Frank L. Thompson, and four children, Lee Cook, John Edward, Robert M. Jr., attached to the sales department of the stations, and Mrs. John H. Heckman.

Waring Break

LAST BROADCAST of Fred Waring under sponsorship of Liggett & Myers Tobacco Co., New York, on NBC is set for June 9, bringing to a close an association of five years. According to Mr. Waring's office the separation is a friendly one, and the change is in line with L&M's practice of not retaining the same talent over a long period. Mr. Waring has four proposals from other network advertisers, it was reported. A show featuring Johnny Mercer has been discussed for the 7-7:15 p.m. strip.

Wakefield to S. A.

FCC Commissioner Ray C. Wakefield, FCC assistant chief engineer in charge of broadcasting, Philip F. Siling, and Harvey B. Otterman, assistant chief of the State Dept. Telecommunications Division, will leave May 20 for South America where they will visit several countries to discuss the adoption of a unified plain language-code cable-radiotelegraph rate northbound to the U. S.

War Time Repeal Opposed by WPB

Seven Measures Considered By House Subcommittee

HEARINGS on four bills and three resolutions to repeal War Time will be continued Thursday (May 18) before a subcommittee of the House Interstate & Foreign Commerce Committee, of which Rep. Boren (D-Okla.) is chairman.

In hearings last Thursday and Friday the subcommittee heard Reps. Cannon (D-Mo.), Knutson (R-Minn.), Cole (R-Mo.), and A. Julian Brylawski, vice-president of the Motion Picture Owners Assn., urge return to Standard Time. Brig. Gen. I. D. Weaver of the Army Service Forces and officials of the War Production Board told the subcommittee that repeal of War Time would endanger the war program

Production Problem

Rep. Cannon, sponsor of two bills (HR-4489, 4428), one for complete repeal of War Time and the other for repeal during winter months only, said fast time "has interferred with production, reflected adversely upon the health of the nation as a whole, has contributed to absenteeism in war plants and worked a distinct hardship on farmers".

A letter from Donald M. Nelson, WPB chairman, to Rep. Cannon, who also is chairman of the House Appropriations Committee, said repeal would add 1,500,000 kw to the country's power load and entail use of a million tons of coal additional annually, which would force power rationing of the strictest type and curtail war production.

Edward Falk, director of the Office of War Utilities, used charts to show the damaging effect of returning to Standard Time now. Constantine Bary, special consultant to the OWU, also opposed a change in time.

On the subcommittee, besides Chairman Boren, are Rep. Kennedy (D-N.Y.), Harris (D-Ark.), Howell (R-Ill.) and O'Hara (R-Minn.).

Bailey's 3d Term

GEORGE W. BAILEY for the third time has been elected president of the American Radio Relay League and the International Amateur Radio Union for a two-year term. Since May 1941 Mr. Bailey has been engaged in volunteer work for the Government, which includes procuring trained communications, radio and engineering personnel for the armed forces and securing commissioned officers from electrical and radio engineering graduating classes and industry for manning radar instruments.

AMP's New Pacts

ASSOCIATED MUSIC Publishers, New York, has signed new agreements with WRGA WLIB KMA, and has received extended contracts from WLOL WJEJ KRNR KORE KIT KICA KHSL KFEL KDON.

THE NO. 1 FARM STATION IN THE NO. 1 FARM MARKET!

KMA

BLUE NETWORK

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

BRITISH COLUMBIA LAND OF OPPORTUNITY

A Proven 20% Preference for CJOR News

CJOR

VANCOUVER, CANADA
J. H. McGILVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

KXOK 630 KC.

ST. LOUIS

BLUE NETWORK

5000 Watts Full Time

Represented by John BLAIR & CO.

Canadian Stations Get More Power Under Freeze Lifting

Modification Gives 46 Outlets 5 kw; Frigon Opposes CAB Plan for Private Network

POWER FREEZE of 1 kw., in force in Canada since 1936, has been modified to allow 46 Canadian stations to go to 5 kw under Havana Treaty regulations, Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp. told the House of Commons Committee on Broadcasting at Ottawa last Wednesday.

This is "not a change of policy" but "strictly an adjustment to meet technical conditions as they exist today," he said. The CBC Board of Governors has recommended to the Dept. of Transport Minister, under whose jurisdiction comes licensing of stations, that the ceiling be raised from 1 kw to 5 kw.

Dr. Frigon said criticism of the Canadian Assn. of Broadcasters [BROADCASTING, May 1] on the power freeze was not correct, in that 25 stations had been granted power increases. Dr. Frigon said the stations had done nothing about the increases. (No private stations, from the record of increases since 1936, had been given permission to increase over 1 kw.)

"Due precaution" had to be taken in granting any television, FM facsimile or other rights, Dr. Frigon told the Committee, in replying to CAB criticism, to allow anyone to occupy a frequency "with the purpose of simply claiming vested interest at some later date."

Dr. Frigon did not agree that a second network should be operated by private stations, as suggested by the CAB. He said: "It is hard to believe that 30-odd stations in Canada would rather lose money with a private network than make money on a CBC network."

Principal objection to a private network in Canada "is that such a powerful instrument of communication and propaganda would inevitably come under the control of very few individuals. Even if operated on a mutual basis such a concentration of power in the hands of a few could not be prevented," he declared, but offered to discuss network programs from a competitive angle with the private stations.

Price mention on Canadian stations would invite strong competition between advertisers on different stations and advertisers broadcasting at different times, he explained. "In small communities, especially, it would unquestionably compete with the local newspaper," said Dr. Frigon. "This would invite abuses and would not be in the interest of the public."

Dr. Frigon told the Committee that the CBC Board of Governors has decided to give one hour per month to free political network broadcasts, instead of the half-hour set earlier this year. This would give 24 half-hour periods. A new definition would have to be made on political parties to allow some of the newer parties to be heard, he reported. He asked the Committee for recommendations.

Dr. Frigon stated that while no pressure would be brought on private stations to carry free political broadcasts, they are invited to do so, with the CBC bearing line costs. Stations which refuse to cooperate with the CBC on the freedom of opinion broadcasts stand a chance of losing their licenses, it was pointed out. Committe members reported greater opinion freedom on the air than in the press.

An application by the *Halifax Chronicle* for a station was announced by Dr. Frigon, who reported it had come up before the CBC Board meeting at Ottawa on May 8. Applications for stations at Gravelbourg, Sask.; St. Boniface, Man.; Prince Albert and Edmonton, also had been considered by the CBC Board.

Ray Ellis Back

RAY C. ELLIS, director of the WPB's Radio & Radar Division, returned to Washington last week after two months in the Soviet Union where he observed production methods of the Russians.

MBS Board Talks Post-War Policies

Current Outlook, Future Plan Feature Three Day Agenda

POST-WAR and current plans were discussed May 8-11 in Chicago by Mutual executives, members of the Board of Directors and shareholders, in the second MBS meeting of the year in the Drake Hotel.

Program heads of five key MBS stations and network program officials met May 8 to discuss program policy. Officers of the MBS Program Operating Board include Chairman Miller McClintock, MBS president; vice-chairman Adolph Opfinger, MBS program director; Lewis Allen Weiss, Don Lee, Hollywood; C. M. Hunter, WHK Cleveland; Julius F. Seebach Jr., WOR New York; Frank Schreiber, WGN Chicago; and Linus Travers, Yankee Network, Boston.

Executive Committee Meets

The executive committee, which met May 9-10, included Chairman W. E. Macfarlane, WGN Chicago; John Shepard III, Yankee Network, Boston; H. K. Carpenter, WHK Cleveland; Mr. McClintock; T. C. Streibert, WOR New York; and Lewis A. Weiss.

Members of the board of directors and shareholders, who met May 11 included Chairman Alfred J. McCosker; E. M. Antrim, WGN Chicago; H. E. Barroll Jr., WFBR Baltimore; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kapner, WCAE Pittsburgh; Mr. Macfarlane; Mr. McClintock; Mr. Shepard; Mr. Streibert; Mr. Weiss.

Miles on Coast

RESUMING advertising on CBS after a 10-year hiatus, Miles California Co., Los Angeles, on May 1 started sponsorship of *Lady of the Press*, a five weekly quarter-hour series in eight CBS Pacific Coast stations, in behalf of all Alka-Seltzer products acceptable to the network. Contract for 52 weeks was placed through Wade Adv., Chicago.

NBC Disc Boom

THREE times as many contracts for syndicated transcribed programs were signed during the first four months of 1944 as in the same period of 1943, Claude Barrer, in charge of syndicated program sales of NBC's radio recording division, has announced.

Versatile Joe

JOE DINEEN, WORL Boston commentator, was the only male civilian to accompany 87 WAVE recruits from Boston to Hunter College, Bronx, N. Y., where they were to undergo indoctrination training. Boston WAVES, who had completed boot training, persuaded the newscaster to cover the New York night spots, an assignment Joe quickly accepted.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

AFCCE
RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

'TWAS SHOP TALK in which these radio folk engaged at a cocktail party given by WTAG Worcester, Mass., at the Ambassador Hotel's Garden, New York, for 150 timebuyers and agency representatives. Conferees are (l to r): Herbert L. Krueger, WTAG commercial manager; Harriett BeLille, timebuyer for Compton Adv. Agency; Penelope Simmons, timebuyer, Fedral Adv. Agency; Dorothea Ellis, Madeleine Vose, Pierce Romaine, all of Paul H. Raymer Co., station representatives; Beth Black, timebuyer for Joseph Katz Co.; Rae Elbroch, timebuyer for Franklin Bruck Agency; Fred Brokaw of Raymer's; Linnea Nelson, timebuyer for J. Walter Thompson Co.; Rose Metzner of Franklin Bruck Agency. Business was tabooed by host.

George Higgins Will Be Executive Head of KSO

GEORGE HIGGINS, manager of the St. Paul sales office of WTCN Minneapolis, will become executive vice-president and general manager of KSO Des Moines, upon acquisition of that station, with FCC approval, according to an announcement last week by Kingsley H. Murphy of Minneapolis, purchaser of the station. Contracts covering sale of KSO by the Iowa Broadcasting Co. to Mr. Murphy, who is identified with the ownership of WTCN, was announced May 4, for $275,000 [BROADCASTING, May 8].

Transfer of the station to Mr. Murphy, assuming FCC approval in the interim, is to take place about July 1. Mr. Higgins, former sports announcer of WTCN and afterward on the sales staff, is expected to transfer to Des Moines next month to arrange for the new operation. Mr. Murphy also announced that H. F. Holm will be secretary-treasurer of the new company operating KSO.

Bentley V-P at Seeds

E. G. BENTLEY, with Brown & Williamson Tobacco Corp.'s premium and radio departments, has been appointed vice-president of Russel M. Seeds Co., Chicago, handling the Mennen and Grove Labs. accounts. Jack Simpson, formerly on the production staff of NBC Chicago, has joined Seeds as national radio director.

"AND THE SALESMAN said", quoth E. E. Hill (r), managing director of WTAG Worcester, Mass., to Howard Lane, CBS director of stations relations (l) and Joseph H. Ream, CBS vice-president at the WTAG cocktail party in New York for 150 timebuyers. Station promised no promotion—just a get-together—and business talk was taboo (except the usual gossip).

Palmer Elected Foundation's Head

Ad Research Group Expands Membership of Board

WILLIAM G. PALMER, vice-president, J. Walter Thompson Co., was reelected chairman of the Advertising Research Foundation at its recent annual meeting, which also voted to expand its board of directors from 12 to 18 members and to establish an underwriting fund for financing basic research projects.

Stuart Peabody, advertising director, Borden Co., was elected vice-chairman. Paul B. West, president, Assn. of National Advertisers, was reelected secretary, and Frederic R. Gamble, president, American Assn. of Advertising Agencies, was elected treasurer. The foundation is sponsored jointly by the ANA and the AAAA.

Lehman Appointed

A. W. Lehman, who has been serving as technical director, was appointed managing director, which was established as a permanent part of the foundation organization. Mr. Lehman continues as president of the Cooperative Analysis of Broadcasting, to which office he was recently elected after 10 years as manager and secretary [BROADCASTING, March 27].

Newly-elected foundation board members are:

B. B. Geyer, president, Geyer, Cornell & Newell; Everett J. Grady, executive vice-president, Ruthrauff & Ryan; Carleton Healy, vice-president, Hiram Walker; Turner Jones, vice-president, Coca-Cola; H. H. Kynett, partner, Aitkin-Kynett; D. P. Smelser, director of research, Procter & Gamble; Howard D. Williams, vice-president, Erwin, Wasey & Co.

Other members of the foundation, who were re-elected to the board, are:

Lee H. Bristol, vice-president, Bristol-Myers; Allan Brown, adv. mgr., Bakelite; Richard Compton, president, Compton Adv.; Otis A. Kenyon, chairman, Kenyon & Eckhardt; H. K. McCann, president, McCann-Erickson; Allyn B. McIntire, vice-president, Pepperell Mfg. Co.; Harold B. Thomas, vice-president, Sterling Drug.

News on KOIN, KIRO

NEWS PROGRAM on KOIN Portland, titled *Five Star Final News*, now includes KIRO Seattle as well on weekdays at 10 p.m., sponsored by Fahey-Brockman Clothiers, who have outlets in both cities. Agency is Mac Wilkins, Cole & Weber.

NO RTPB STATEMENT READY SAYS BAKER

"THE RADIO Technical Planning Board has not yet made any formal recommendations with respect to the location of television in the frequency spectrum because the work of the television panel of the board has not yet been completed", Dr. W. R. G. Baker, chairman of the board, stated last Thursday. "When the television panel and its six committees have completed their work the board will issue a statement. Any statements issued prior to completion of this would be premature. Dr. Baker's statement was made in response to requests for a statement on a recent report to the television panel of the board by one of its committees.

Objectives of the board are to formulate plans for the technical future of the radio, television, and other branches of the electronics industry, including frequency allocations and systems of standardization, in accordance with the public interest and the technical facts. It will advise the Government, industry, and the public of its recommendations. Planning will be restricted to engineering considerations.

Bakery Spots

QUALITY BAKERS of America, New York, cooperative group of independent bakers, is understood to be releasing next week a series of eight one-minute transcribed musical jingles to be placed on some 90 stations by member bakers. Projected series, which will run for six months, will supplement *Sam Adams—Your Home Front Quartermaster*. Produced by Harry Jacobs Productions, the latter program is used by QBA members and other food firms on 126 stations. Radio appropriation for the spot project is said to amount to $17,000. Jingles are produced by Kermit-Raymond Corp., New York.

Hudson Aide to Fly

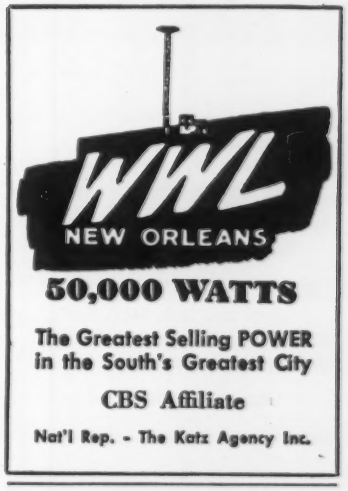
ROBERT HUDSON, former secretary to Commissioner Ray C. Wakefield of the FCC, last week was appointed assistant to Chairman James Lawrence Fly. Before joining the Commission in March 1943 he was in the law department of Acacia Mutual Life Ins. Co. Mr. Hudson comes from Tulsa, Okla., was graduated from the U. of Tulsa in 1939 and from the George Washington U. Law School in 1943.

Correction

NET INCOME of RCA for the first quarter of 1944, after provision for Federal income taxes, was $2,401,234, a decrease of 8% from the net of $2,594,911 for the same period of 1943. Latter figure was incorrectly reported in BROADCASTING, May 8.

Italian Radio Meet

ITALIAN SALESMEN'S ASSN., Philadelphia, whose membership comprises the foreign language radio salesmen will hold its annual dinner at Frank Palumbo's Cafe on May 28. William A. Banks, president of WHAT Philadelphia will be honor guest.



New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 6 TO MAY 12 INCLUSIVE

Decisions . . .

MAY 9

WGBG Greensboro, N. C.—Designated for hearing application for CP change 980 kc to 850 kc, 1 kw D to 250 w N, 1 kw LS, limited.

Birney Imes Jr., Meridian, Miss.—Designated for hearing application new standard station, 1240 kc, 250 w, unlimited. Exact transmitter and studio site to be determined.

WCAO Baltimore—Designated for hearing application for license to use formerly licensed transmitter as auxiliary 500 w N, 1 kw LS.

WOV New York—Designated for hearing application transfer control from Arde Bulova and Harry D. Henshel to Murray Mester and Meyer Mester.

WSAR Fall River, Mass.—Designated for further hearing on two new issues application for voluntary assignment from Doughty & Welch Electric Co. to Fall River Broadcasting Co., a subsidiary of Fall River Herald News Publishing Co.

Calumet Broadcasting Co., Hammond, Ind.—Ordered that hearing on application for new station heretofore scheduled May 25 in Washington, to be held on that date in Chicago, provided that hearing may be adjourned to Washington for presentation of additional evidence.

KWBU Corpus Christi, Tex.—Granted petition for 30 days time in which to submit answer to petition of KLRA Little Rock, Ark., "to immediately cancel program tests and designate for hearing application for license of Baylor U. and Carr P. Collins.

MAY 10

WDSU New Orleans—Designated for hearing application for license to use formerly licensed main transmitter as 1 kw auxiliary.

WAAB Worcester, Mass.—Granted mod. license change corporate name of licensee from The Winter Street Corp. to The Yankee Network Inc.

WEAN Providence, R. I.—Same.
WICC Brigeport, Conn.—Same.
WNAC Boston—Same.
WGTR Boston—Same.
WMTW Boston—Same.

Travelers Broadcasting Service Corp., Hartford, Conn.—Placed in pending file application for CP new commercial television station.

WIBX Utica, N. Y.—Placed in pending file application for CP new FM station.

WPTF Raleigh, N. C.—Same.

Associated Broadcasters Co., San Francisco—Same.

WIBM Jackson, Miss.—Same.

Applications . . .

MAY 8

Centre Broadcasters Inc., State College, Pa.—CP new standard station, 1450 kc, 250 w, unlimited.

WOPI Bristol, Tenn.—CP change 1490 kc to 550 kc, increase 250 w to 1,000 w D, 500 w N, make changes in transmitting equipment and install DA-DN.

KFXD Nampa, Ia.—Voluntary assignment license from Frank E. Hurt to Frank E. Hurt and Son.

Valley Broadcasting Co., Pomona, Cal.—CP new standard station, 1580 kc, 250 w, unlimited.

MAY 9

Radio Corporation of America, Camden, N. J.—CP new experimental television station (reinstatement of W3XEP), Channel 5, 30 kw peak aural and visual, A5 emission for visual, A3 and special emission for aural. Also license cover same.

Ewing Broadcasting Co., Jacksonville, Miss.—CP new standard station, 1490 kc, 250 w, unlimited.

A. H. Belo Corp., Dallas, Tex.—CP new FM station, 43,100 kc-44,300 kc.

Jacksonville Broadcasting Co.., Jacksonville, Fla.—CP new commercial television station, Channel 1.

WCBS Springfield, Ill.—CP new FM station, 46,100 kc, 11,594 sq. mi., estimated cost $39,500.

KTKC Visalia, Cal.—Voluntary assignment license to J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore d/b Tulare-Kings Counties Radio Associates.

Myles H. Johns, Milwaukee—CP new standard station, 1060 kc, 1 kw D. (Incomplete.)

MAY 10

Olympic Broadcasting Co., Port Angeles, Wash.—CP new standard station, 1239 kc, 250 w, unlimited.

MAY 12

KAVE Carlsbad, N. M.—Voluntary assignment license from Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller d/b Carlsbad Broadcasting Co. to Carlsbad Broadcasting Corp. for $22,000.

Fred Jones Broadcasting Co.—CP new FM station, 45,300 kc, 22,000 sq. mi., $113,800 estimated cost.

Times Picayune Publishing Co., New Orleans—CP new FM station, 44,300 kc.

United Broadcasting Co., Columbus, Ohio—CP new FM station, 48,100 kc, 12,400 sq. mi. $97,060 estimated cost.

WJOB Hammond, Ind.—CP new FM station, 49,900 kc, 2,241 sq. mi. $12,800 estimated cost (Incomplete).

Statement of Correction by FCC: Under applications received and returned on report dated May 4, entry of Jackson City Board of Education, Jackson, Mich., should read Jackson, Ohio.

LT. STANLEY RUSSELL RADOM, formerly of the NBC Hollywood sound effects staff and now in the Marines, has completed officers' training at Quantico, Va., and is assigned active duty as aviation ground officer.

DORIS M. JONES is a new member of the transcription division of WOR New York, replacing Frances Hollander, resigned. Sheila Gay has replaced Veronica Henninger, resigned, in the WOR recording studios. Patricia Peck also is a new member of the WOR recording studios, replacing Beverly McFadden, resigned.

HARRY BOYD, former engineer of WWVA Wheeling, W. Va., has been transferred from the Army to the Merchant Marine as a second radio man and will receive his commission as an ensign when he completes his first voyage.

JOHN PORTER has rejoined the technical staff of CJOR Vancouver after an absence of several years.

ERIC C. FIELDS, former announcer and engineer at WNLC New London, Conn., has joined the engineering staff of WOR New York. Additions to the engineering staff of the WOR recording studios include Frank X. Schaegelen, formerly of the Thomas A. Edison Industries, and James J. McInerney.

E. H. RIETZKE, president of CREI, Washington radio school, has been elected head of the National Council of Technical Schools, a new organization.

ERNEST O. SWAN, for 15 years chief engineer of CKCL Toronto, has been elected chairman of the Toronto section, Institute of Radio Engineers.

ESTHER LEWIS, a graduate of radio courses given by the NAB and RCA Institutes, has been appointed to the engineering staff of WOV New York.

BENJAMIN WEINSTEIN, formerly of WINS New York and more recently medically discharged from the Army, is a new member of the WOV New York engineering staff. William McDonald has left the staff for Navy service.

W. W. ROBERTSON, chief engineer at WAKR Akron, has resigned to join NBC-WTAM Cleveland. George Paul, who has been assistant chief engineer at WAKR for the last two years, succeeds him.

Network Accounts

All time Eastern Wartime unless indicated

GROVE Labs., St. Louis (Defender Multiple Vitamins), on July 2 for 52 weeks starts undetermined program on 178 Blue stations, Sun., 1:55-2 p.m. Agency: Donahue & Coe, N. Y.

LONGINES-WITTNAUER Co., N. Y. (watches), on Sept. 24 starts *Symphonette* for 39 weeks on 36 Don Lee Pacific stations, Sun., 9:30-10 p.m. (PWT). Agency: Arthur Rosenberg Co., N. Y.

DR. CORLEY'S DIET FOODS, San Francisco (Lax), on May 7 started for 52 weeks *Ben Sweetland—Philosopher* on 9 Blue Cal. and Nev. stations, Sun., 10:15-10:30 a.m. (PWT). Agency: Rhoades & Davis Adv., San Francisco.

METRO-GOLDWYN-MAYER, New York, on June 12 for 13 weeks starts *Screen Test* on 76 MBS stations, Mon. thru Fri., 9:15-9:30 p.m. and on June 5 for 7 weeks starts undetermined program on MBS Mon., Wed., and Fri., 11:55 a.m. to 12 Noon. Agency: Donahue & Co, N. Y.

Renewal Accounts

GENERAL MILLS, Minneapolis, on May 29 renews for 52 weeks *Kitty Foyle* on 44 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. (Rebroadcast 11:30 a. m.), and *Valiant Lady* on 44 CBS stations, Mon. thru Fri., 10-10:35 a.m. (rebroadcast 11:15 a.m. a.m.). Agency: Knox Reeves Adv., New York.

CARTER PRODUCTS, New York (Arrid), on May 28 renews for 52 weeks *Jimmie Fidler* on 162 Blue stations, Sun., 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

Net Changes

QUAKER OATS Co., Chicago (Puffed Wheat, Rice Sparkies), on May 29 shifts *Terry and the Pirates* on Blue stations in Eastern area from 6-6:15 p.m. to 5-5:15 p.m. Agency: Sherman & Marquette, Chicago.

J. B. WILLIAMS Co., Glastonbuy, Conn. (shaving & toilet preparations), on June 4 shifts William L. Shirer from 60 CBS stations, Sun., 7-7:15 p.m. to Sun., 5:45-6 p.m. and at the same time adding 75 stations, making a total of 135 CBS stations. Agency: J. Walter Thompson Co., N. Y.

Stuart Ballantine

STUART BALLANTINE, 46, inventor of the throat microphone used by aviators, and organizer of the Institute of Radio Engineers, died May 7 in All Souls' Hospital, Morristown, N. J., after a short illness. He lived in Boonton, N. J., where he headed the Ballantine Laboratories Inc. A native of Philadelphia, he was a graduate of Drexel Institute there and the Harvard Graduate School. During the last war he served at the Philadelphia Navy Yard in the research and development of radio direction-finding apparatus. He was national president of the Institute of Radio Engineers in 1935.

Stanley W. Goulden

STANLEY W. GOULDEN, 55, commercial engineer with the RCA Victor Division, Camden, N. J., died of a heart attack in his home in Philadelphia on May 7. Born in Martinsburg, W. Va., Mr. Goulden studied at the U. of Virginia. He joined Western Electric Co. in 1914 and five years later became affiliated with the Marconi Wireless Telegraph Co. which was later acquired by RCA. He leaves a widow and his mother.

Every issue of

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

On the following New York Newsstands NOW

- RCA Building
- Times Square Bldg.
- 247 Park Ave.
- 250 Park Ave.
- 285 Madison Ave.

HOTELS
ROOSEVELT
AMBASSADOR
WALDORF-ASTORIA

250 WATT EQUIPMENT

Top prices for any or all of the equipment needed for a 250 Watt station. In your reply advise what you have and the price you want.

BOX 256
BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word All others, 15c per word. Bold face caps 30c per word. Effective May 22 ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

WANTED — TRANSMITTER ENGINEER HOLDING RADIOTELEPHONE FIRST LICENSE FOR 5 KW MIDWEST STATION. $42.50 WEEK AND EIGHT, OR MORE HOURS OVERTIME. SUPPLY OUTLINE OF EXPERIENCE, EDUCATION, DRAFT STATUS, AND ENCLOSE A SNAPSHOT. ADDRESS BOX 90, BROADCASTING.

Broadcast engineer, experienced, practical, serious and with progressive ideas has small amount of capital plus unlimited amount of ability for hard work desires contact capable business man, with some capital for investment, interested in establishing postwar FM station in New England. Box 253, BROADCASTING.

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State Starting Salary desired and draft classification. Box 209, BROADCASTING.

WANTED—Chief engineer for progressive independent station in Texas. Excellent working conditions, splendid opportunity. State salary wanted. Box 259, BROADCASTING.

WANTED—Two announcers. Must be tops and draft exempt. Salary $75.00 weekly. Station operates 120 hours weekly. Announcers must split shifts. Box 263, BROADCASTING.

Announcer—Experienced and draft exempt for Gulf Coast Station—control board experience and restricted license preferred. If not ambitious for radio career and willing to earn it, do not apply. Include full qualifications in first letter. Forty hours $40. Box 264, BROADCASTING.

A national selling agency, with offices throughout the nation, is looking for a competent, draft-exempt salesman experienced enough in both radio and newspapers to head a branch office. Permanent position, good salary and an excellent future for the right man. Address, with complete story of advertising background and connections. Box 268, BROADCASTING.

Wanted—Experienced Announcer. State salary expected and availability first letter. Box 270, BROADCASTING.

CHIEF ENGINEER—For 5 kw Station. Capable taking complete charge. Experienced in new construction, maintenance, recording, etc. Permanent position. Real present and post-war opportunity to proper person. Detail previous experience, age, draft status, references and salary expected. All replies confidential. Box 996, BROADCASTING.

KTAR, Phoenix, Arizona, has excellent opening for experienced young, draft exempt announcer. Howard Pyle, KTAR.

Salesman or Commercial Manager—Permanent position; excellent opportunity for man with ambition and ability; prospects unlimited; commission; reasonable advance. KGFW, Kearney, Nebr.

Engineer—First or second class; permanent position with future; limited announcing required; give all details first letter including salary requirements. KGFW, Kearney, Nebr.

WANTED: Chief Engineer, 250 Watt, Blue Network Station. State salary and experience. WGRM, Greenwood, Mississippi.

THOROUGHLY GOOD DEAL. Two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Wanted. Radio Operator with first class license. Apply City Civil Service Board, Room 7, Utilities Bldg., South Laura Street, Jacksonville, Florida. Salary: $45.00 weekly to start, increase in six months.

Male Help Wanted: We are enlarging our Staff and need a fifth announcer. $40.00 weekly to start. CBS 5,000 watts. WTAQ, Green Bay, Wisc.

Help Wanted (Cont'd)

Have opening for Chief Engineer, will accept combination, good working hours, good salary. Living cost cheap, no boom town. Wire or call collect WMJM Cordele, Georgia.

Wanted: Announcer general staff work. Ideal working conditions. Will consider man with limited experience. WKBH, LaCrosse, Wisconsin.

Transmitter Engineer. 5 KW RCA equipped station. Draft deferred or exempt. Permanent. State full particulars and salary expected. WAKR, Akron, Ohio.

WGCM. Gulfport, Mississippi, has opening for announcer. State salary expected and experience. Hugh O. Jones, WGCM.

Wanted: First Class Engineer. State qualifications and salary desired. Write Box 898, Corpus Christi, Texas.

Operator first or 2nd class. 5 KW. CBS station, good pay, working and living conditions. Merit system assures future advancement. Send background story and photo WKNE, Keene, New Hampshire.

WRITER—For advertising agency able to write musical production shows and straight commercial copy. To work in as associate director. Give all details in first letter. Box 271, BROADCASTING.

Announcer Wanted At Once—250-watt station, WCMI, in Ashland, Kentucky. Give full particulars in first wire or letter.

WANTED—Rocky Mountain station needs good all-around announcer able to handle news and other programs. Box 273, BROADCASTING.

Situations Wanted

COMMERCIAL MANAGER with 12 years highly successful managerial and sales record in Radio's most competitive market, New York, desires change of location. Willing substitute $15,000 annual income for pleasant opportunity with progressive Southern or Western Station wishing gain national reputation as outstanding outlet in Sales, Showmanship, Programming, Public Service, etc. Will accept moderate salary plus commission, over-writing or percentage arrangement Don't hesitate, write in confidence. Box 194, BROADCASTING.

ANNOUNCER—Versatile. Fully experienced. Steady. Good appearance. Classified 4-F. Salary requirements $50 weekly. Available on two weeks notice. Box 217, BROADCASTING.

Man High morals, highest recommendations, employed, seeks top position all phases station activities with station owner same standards. 9 years experience, over draft age, go any place immediately, Network caliber. Box 224, BROADCASTING.

Want Public Relations, Sale Promotion connection with station. Excellent Background. Box 225, BROADCASTING.

Manager for small station—midwest or south. Available 30 days. Box 226, BROADCASTING.

AMBITIOUS ANNOUNCER—Two years' experience at news—commercial shows control room operations. Complete musical background. Age 22—Draft 4F. Write Box 247, BROADCASTING.

Versatile radio and advertising executive; writer, particularly comedy; producer; six years experience. Desires position as manager local station; programming, production, regional station; or radio agency position. Now production manager leading NBC station. Available immediately. Prefer Chicago or West Coast. Box 248, BROADCASTING.

Announcer—now 50,000 watts—Army Discharge—$60.00. Box 249, BROADCASTING.

Station Manager or Commercial Manager interested only in good, solid proposition that offers opportunity to prove ability and build sound future. Address Box 250, BROADCASTING.

Situations Wanted (Cont'd)

Musical Director—Young woman. Southern and New York background. Write, Direct, Produce, Perform. Maryland or Kentucky preferred. Box 251, BROADCASTING.

SALESMAN—Creative Type. Recognized idea man. Builds successful radio-advertising plans. Solid background with important stations and network. Knows programming. Experience as agency account man. Keen merchandiser who has sold goods on road. Personality, energy, enthusiasm. Stable family man, 42. Top references. Box 252, BROADCASTING.

Engineer, first class license—3 years experience in all phases of operation, age 23, draft exempt. Minimum salary $50 week. Available on two weeks notice. Address Box 254, BROADCASTING.

COLLEGE GRADUATE, 4-F, 23, announcer—specialize in sports. Also production man, writer, M.C., idea man. Versatility best asset. Available immediately Willing to travel anywhere. Box 255, BROADCASTING.

Operator: Girl. Third class permit. Trained by N.A.B. and R.C.A. Institute. N.Y.C. area preferred. Apply Box 257, BROADCASTING.

NEWSCASTER - ANNOUNCER—Experienced. Prefer to specialize in news. Army discharge—31. Best references. Transcription and photo on request. Box 258, BROADCASTING.

Top-flight, versatile announcer-producer with hilarious interview show that has terrific sales record wants progressive station connection. Box 261, BROADCASTING.

FORMER MANAGING EDITOR LARGE METROPOLITAN DAILY. AT PRESENT NEWS EDITOR OF EXCELLENT NEWS STATION. SEEKS NEW CONNECTION. BOX 262, BROADCASTING.

NEWS-ANNOUNCER: Experienced, excellent background. Now employed on 50 kw. station. Married. 4-F. No duration job considered. Box 267, BROADCASTING.

Asst. Director desires opportunity with small station. Union organist—major network experience. Can announce. Studied production at WEAF. 24 years, married, 4-F. Edward Franck, 110 West 69 St., New York 23.

First class Radio telephone operator desires position. Two years experience in Broadcasting. Draft status 4-F. Paul P. Graves, 80 Chapel St., Augusta, Maine.

Wanted to Buy

Wanted—Speech equipment, any kind. Also frequency and modulation monitors. Box 177, BROADCASTING.

WANTED — BROADCAST EQUIPMENT FOR 250 WATT STATION. Need everything from turntables to towers. If you have a 180 foot tower, transmitter, frequency monitor, Modulation monitor, amplifiers, turntables for immediate cash sale address Box 238, BROADCASTING.

Wanted to buy either 250-, 500-, or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to Buy—Local station in Southwestern, Pacific or Inter-Mountain states. Box 265, BROADCASTING.

Wanted: Complete equipment for 250-Watt Station or any part. Box 266, BROADCASTING.

WANTED — STUDIO CONSOLE, ANY MAKE, ANY MODEL. P. O. BOX 2204, BIRMINGHAM, ALA.

WANTED—1st or 2nd class transmitter engineer for 5000 watt CBS affiliate. Post war plans include 10 KW FM station. Excellent opportunity. Address H. R. Beckholt, Chief Engineer, WSPA, Spartanburg, S. C.

Wanted—One or two RCA 72C Recording Attachments. Quote Price. WLBJ, Bowling Green, Kentucky.

Wanted—5 kw Linear amplifier in first class condition. Complete with two sets of tubes if available. Give complete details first letter. Box 272, BROADCASTING.

Wanted: To buy a 250 Watt radio station in a small community. Box 274, BROADCASTING.

RADIO SAVES LIFE

Doctor Turns to WWDC When Press Stories Fail

RADIO last week was credited with prolonging the life of Baby Cecelia Marie Wilkerson, dangerously ill with double pneumonia in Children's Hospital, Washington. Her physician, Dr. Alfred N. Ceballos, told local newspapers the child must have transfusions. She had a rare type of blood. Published articles failed to produce donors.

With the infant's life rapidly ebbing, Dr. Ceballos appealed to WWDC. At 10:38 a. m. Alice Lane, m. c. of the *Good Neighbor* program told the story of little Cecelia Marie—how she must have blood if she were to live. Less than six hours later many volunteers had reported to Children's Hospital and by 5:30 that afternoon the child had been given sufficient blood and was reported "doing nicely".

NBC Staff Texts

TWO TEXTS of the new Houghton Mifflin Radio Series, authored by NBC staff members, will be released in time for use at the third annual NBC-Northwestern U. Summer Radio Institute. An outgrowth of the successful Institute, in session for the third year, June 26-Aug. 26, the books are *Radio—the Fifth Estate*, a survey text by Judith Waller, director of public service for NBC central division and Institute director, and a technical text, *Radio Production*, by Albert R. Crews, NBC central division production director.

WEBR Seeks FM

WEBR Buffalo, N. Y., has filed with the FCC an application for a new FM station to be operated on 46,500 kc with coverage of 3,420 sq. mi. Estimated cost given in the application is $100,000 to $125,000. WEBR is a Blue affiliate, operating on 1340 kc with 250 w, unlimited time.

WOMI Owensboro, Ky., whose affiliation with Mutual was announced last April, starts operations as an MBS outlet June 5.

For Sale

For Sale: 125 foot tower suitable support FM antenna, also 200 Ft to 300 Ft Radio tower. Box 269, BROADCASTING.

For sale by WLBC, Muncie, Indiana, two Western Electric turntables 33 1/3 RPM only. Type formerly supplied with World Transcriptions. Includes both vertical and lateral pickups. Western Electric 2 channel mixer and equalizer. First Western Union money order for six hundred twenty-five ($625) dollars takes equipment. F.O.B., Muncie, Indiana. No parts sold separately.

Painting Radio Towers From Coast To Coast CAA Specifications

H. K. Rhodes

Painting & Decorating Co.

Roaring Spring, Pa.

Sponsored Radio Threat to Freedom, Drawback to Local Radio, Says Durr

TWICE within four days Commissioner Clifford J. Durr of the FCC attacked commercial radio in speeches before educational and civic groups in Ohio.

Mr. Durr

Speaking before the Ohio Institute for Education by Radio in Columbus May 5, Mr. Durr blamed sponsored programs as a danger to "freedom" [BROADCASTING, May 5]. In Cleveland last Tuesday he hinted before the Greater Cleveland Radio Council that commercial radio was a drawback to "local" programs.

Programs His Concern

In Columbus Commissioner Durr, participating in a panel of "How Free Is Radio?", urged the Institute not to be "too greatly alarmed" about the May 10, 1943, Supreme Court decision giving the Commission too much power over radio. He cited that portion of the Communications Act which prohibits the FCC from exercising censorship or making regulations "which shall interfere with the right of free speech by means of radio communication" as the safeguard against Government control.

Four days later, however, Commissioner Durr told the Greater Cleveland Radio Council: "My concern is not with the electrical impluses that are sent out from the radio transmitter but with the programs which they carry into our homes, into the corner store, and which follow us even when we are traveling away from home by automobile or train."

Pointing out that "many authorities—whether justly or unjustly I am not qualified to say—have insisted that radio must share in the blame" for juvenile delinquency, Mr. Durr said "the radio industry is telling us about the contribution it is making toward uniting the people of this country behind our war program. At the same time," he continued, "with a distressing lack of discrimination, it is permitting its advertisers to arouse our truest emotions and then to exploit them for the sale of their goods. Thus patriotism is little more than an attractive wrapper for a package of merchandise."

He urged the Council, as radio listeners, to "first, resist bad programs, and second to encourage good ones". Letters of complaint about "bad" ones are not sufficient, he said; listeners must cease buying the sponsors' merchandise. He denied that the so-called "soap operas" are on the air because of public demand. Rather it's "because they are selling soap—or breakfast food, or whatever the product may be," he added. He blamed the networks for such programs, declaring the nets are interested only in "selling time".

Criticizes Child Programs

Taking up commercial copy he said "much of the advertising is in good taste or done with such cleverness that few listeners object. But unfortunately the price we have to pay for many programs is to listen to a constant reiteration of the virtues of a particular product or to be reminded that our poor, old insides are not as young and as active as they used to be".

"The affirmative side," said Commissioner Durr, "getting good programs on the air, is more difficult and, in my judgment, more important." He spoke of the "protection" against "bad" programs by turning the dial to another program, but Mr. Durr expressed the fear that the "other program" might not be of high standard. He decried the lack of programs which "approach our children primarily as future citizens" and criticized those broadcasts which "approach" children "primarily as purchasers of breakfast foods".

"Children's programs are not the only victims of the increasing pressure of advertisers," Commissioner Durr asserted. He listed several sustainers which he said were dropped by the networks, "in favor of commercially sponsored programs".

He called upon his hearers to devote their efforts, not so much to criticizing network programs of "poor taste" but to encouraging their local stations to carry more "local interest" programs and less broadcasts of general "national" import. "In addition to local dramatic possibilities, there is local music—and here radio can be of particular service," he said. "And finally, there is the discussion of local issues.

"Perhaps such home-grown programs may not have the professional polish of network programs; but it is at least possible that they will make up in local interest what they lack in professional craftsmanship. And they will serve a most important cultural function—the preservation and perhaps even the revival of those regional varieties of culture without which our national life would be the poorer," he said.

Commissioner Durr paid high tribute to non-commercial educational stations and expressed the view there should be more non-commercial stations in the country. "I am hopeful that adequate room will be available in the FM band for commercial and non-commercial radio alike," he said.

Expressing regret at the "trend toward concentration which is taking place both in business and in Government," Commissioner Durr said: "It may be that this trend is inevitable, but even so we need not let it destroy the community life which is so cherished a part of our American tradition."

Paducah Assignment

CONSENT has been granted by the FCC to Paducah Broadcasting Co., licensee of WHOP Hopkinsville, WPAD Paducah and WSON Henderson, Ky., for voluntary assignment of the licenses of WHOP and WSON to Hopkinsville Broadcasting Co. and Henderson Broadcasting Co., respectively, new corporations formed to take over operation of the stations. In consideration of the transactions, Paducah Broadcasting receives 49 shares (65.3%) in Hopkinsville Broadcasting, plus $1,500 and 44 shares (58.6%) in Henderson Broadcasting plus $8,251.35. Management of Paducah Broadcasting is also identified with the new corporations [BROADCASTING, March 6].

Drawn for BROADCASTING by Sid Hix

"The programs originally scheduled for the next four hours will not be heard; instead Senator Schmalz and Representative Snort will reply to a news item broadcast by our commentator."

6 FM, 4 Standard Outlets Requested

Times-Picayune Co. Files For New Orleans FM Permit

CONSTRUCTION PERMITS for six new FM stations, four standard stations, a commercial television outlet and an experimental video station were sought in applications filed with the FCC last week.

The Times Picayune Publishing Co., New Orleans, publisher of the *Times-Picayune* and the *States*, applied for a new FM station to be operated on 44,300 kc. Major interest holder in the company is L. K. Nicholson, editor. Estimated cost, studio and transmitter sites for the new outlet were not given. Fred Jones, Tulsa, Okla., auto distributor and businessman, and his wife, Mary Eddy Jones, have applied as the Fred Jones Broadcasting Co. for a new FM outlet for Tulsa. Estimated cost is $113,800. Other FM applicants are WCBS Springfield, Ill.; WHKC Columbus, Ohio; WFAA Dallas, Tex.; and WJOB Hammond, Ind. Estimated cost for the new Columbus station is $97,060; for the Springfield outlet, $39,500; and for the Hammond new FM, $12,800. Estimated cost for the Dallas station was not given.

Three Locals

A 1,000 w standard station to operate daytime on 1060 kc was requested for Milwaukee in an application filed by Myles H. Johns, 55% owner of WOSH Oshkosh, Wis. Standard local stations were filed for by Olympic Broadcasting Co., Port Angeles, Wash., Centre Broadcasters Inc., State College, Pa. and Valley Broadcasting Co., Pomona, Cal.

C. H. Fisher, president and manager of Tower Sales & Erecting Co., Portland, Ore., station construction firm, and B. N. Phillips, president of the Port Angeles First National Bank, each have half interest in Olympic Broadcasting, a partnership. Centre Broadcasters is owned by Richard J. Kennard, H. M. Himes and W. K. Ulerich, State College businessmen with no radio interests other than the application. Valley Broadcasting, a partnership, is 40% owned by Myron E. Kluge, chief engineer of KFSG Los Angeles. A 30% interest is held by Earle E. Williams, producer and director of programs for KFSG. C. Harvey Hass, instructor of radio and electricity for the Los Angeles Board of Education, and who is also relief engineer of KFSG, holds the remaining interest.

Licensee of WPDQ Jacksonville, Fla., Jacksonville Broadcasting Corp., has applied for a Channel 1 commercial television station. The experimental video outlet is sought by RCA Camden, N. J., which requests reinstatement of W3XEP. Facilities requested for these stations may be found in Actions of the FCC on page 72.

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—*not tomorrow, but right now*—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already *in the works.*

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI & KANSAS